SAN JUAN – Fellowship Daily Session
Tuesday, March 13, 2018 – 12:00 to 13:30 AST
ICANN61 | San Juan, Puerto Rico

SIRANUSH VARDANYAN: Just checking with Tech Team. Are we on record already? Ladies and gentlemen, we start our Tuesday Fellowship daily session. I hope you are already enjoying your lunch, but please welcome our speakers and guests for today. With great pleasure, I would like to introduce – and many of you I'm sure already know – the team who came today to talk to you. This is our Global Stakeholder Engagement Team from North America and Latin America and Caribbean.

I love working with this team, honestly. And some of them actually are Fellows, so they started as Fellows as I have told you during our first meeting. And let me introduce and then ask all of you to introduce yourselves. But we'll start with Chris Mondini, Vice President for North America, and he's also leading the business sector development in ICANN. Right? Say a couple of words, and then introduce all other [teammates]. Rodrigo, you are sitting – yes, please, come join us.

CHRIS MONDINI: So then I introduce Albert?

SIRANUSH VARDANYAN: No, and then – today I requested Albert Daniels, one of the great Fellows and my first mentor when I was a Fellow. Yes. He was my mentor when I was in 209 in Cairo, so he was my first mentor. And I requested my mentor to facilitate today's session. So Albert, the floor is yours.

ALBERT DANIELS: Good afternoon, everybody, and thank you all for being here. I see as usual the Fellows are very well behaved and on time, because that was a very important part of the Fellowship program. Today, these two teams are very happy to have the opportunity to share with you certain aspects of how we deal with engagement in the North American region and also in the Latin America and Caribbean region.

So at the last minute, what we've done is we've put together a sort of show for you where we will go from one person to the other. Some of us have to leave to go to other meetings, however as we move from speaker to speaker, I'll give you just a brief background on each of us so you'll have an idea of who is speaking with you. So we will start off with the Vice President for Engagement for North America, Mr. Chris Mondini who's to my left. And it's my pleasure to invite him to explain to you what area he covers and the areas that he focuses on. Chris?

CHRIS MONDINI:     Hi, everybody. This is Chris Mondini and I'm delighted to be with you again. As I mentioned when we first met, it's really one of my favorite parts of the ICANN meeting, is to spend time with you. I want to just take a couple of minutes to talk about engagement and the definition of engagement, because maybe you haven't thought about what engagement means. It's something that we think about a lot. And then give you just a few words about how in my role in North America we work on engagement and how North America is a little bit different than some of the other regions that we'll be hearing about today. And I certainly invite questions. I don't know if you want to save them, but feel free. It's up to Albert, he's running the session.

ALBERT DANIELS:     Yes. What I've seen working very well is if the presenter is okay with it, maybe he says something, you have a thought, we can perhaps interrupt and take one or two questions as the presentation goes on. In any case, always write down your questions so that if we don't get them in during the sessions, we can either deal with them afterwards or you can send them in by e-mail. So whichever you're comfortable with, Chris.

CHRIS MONDINI:     Okay, great. So what is engagement? Engagement is really the process by which we involve people who are affected by the work that we do. And if you think of the work that ICANN does affecting the domain name system and the addressing systems of the Internet, who are the people who are affected by that work? It's really everybody who uses the Internet.

And so there you have a really big challenge, because stakeholders of ICANN are really stakeholders of the Internet. And to involve them in the processes means that we need to be able to reach them not just in all the different geographies of the world where we're sitting, but also in the particular sectors, or as I was discussing earlier, the different disciplines that are affected and contribute.

So it's academics, it's businesses, it's governments, it's activists and civil society. It's certainly technical engineering experts. It's all of those people. So to build an engagement team and to build the activities that you'll be hearing about today, you really need a diversity among your team. And the number one skill you actually need in that team is listening.

So engagement really begins with listening. And over the course of the years that I've been involved in ICANN as this team has grown, I'm actually very pleased to say that that I think is a skill

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that hopefully we demonstrate well. And so that's why I'm very happy to take your questions.

But going back to the definition of engagement, I mentioned this verb "involvement," so how to involve those who are affected by the work that you do. Now, again, also the word "involve" has many different definitions at ICANN. Certainly, you can be a stakeholder who signs up for the newsletter, follows the headlines, has a news search, when ICANN pops up you know what's going on at ICANN, maybe in your community, in your organization or in your company you're the person following ICANN.

You can become more involved by perhaps signing up for one of the structures, a constituency within the GNSO, a Supporting Organization for generic names, being on an Advisory Committee. You can get even more active in working groups, and if we have time at the end, we'll talk a little bit about the policy development working groups that are going on right now at ICANN. You could be on something called a review team where ICANN reviews its own processes. You can do something like submit a public comment on a policy that's out trying to get feedback. So these are all the different ways you can define "involve."

So again, from our team's perspective, we've talked about the concept of a stakeholder journey because again, the vast majority of the people using the Internet have never heard of ICANN. They don't know that the domain name system is what's enabling everything that they're doing on the Internet. So they're going from sort of not even knowing that we exist to bringing them within concentric circles of potentially greater involvement.

So that's sort of the framework that I use to think about engagement, and I just hope it sort of helps you frame a little bit what you'll hear about in terms of actual activities that we undertake. Before I turn to talking about what I do in the North America region and also a little bit with business, I'll pause though just to see, does anyone have a question about the first couple of points?

ANNA:                    Hi. My name is Anna. You were talking about engagement, but I'm just curious if you have any tools to measure your engagement, like if you use any funds to bring the goals that you have.

CHRIS MONDINI: It's a great question. It's a very timely question. So if you've been listening – as I'm sure you have – in for example the public forum yesterday and throughout a lot of the presentations, metrics are very important, and the return on the resources invested in engagement are very important to us.

Now, some things are easier to measure. You heard me talk about these concentric circles of involvement. It's pretty easy to measure who's signed up for a newsletter, it's even easy to measure who's clicking through and reading the articles. We can measure who signed up to be on a particular constituency group, we can measure how many people volunteer to be in a working group.

It's harder to measure how helpful those stakeholders are in advancing the policy process. It's harder to measure how efficient the policy development process is on putting out policies. So the answer is yes, we have a lot of metrics, and we're doing a lot of metrics sort of on the beginning part of the pipeline, but to get to a point where the community says, "Oh, this particular program is a really good program because so many great volunteers who are knowledgeable and active have come out of that program," it's a hard thing to put numbers around.

But I think we're getting much closer, and I'll talk in a minute to how we're sort of converting in our engagement team from being focused on outreach and recruitment and getting attention to capacity building and enabling and empowering people to pick up the pen and lead conversations and be in working groups and do that output. I think, again it's my own personal interpretation, but the ICANN organization for which we work, I think our customer is really this ICANN community that's working in all of these bodies to make addressing policy DNS policy.

And I think the broader communities' customer, so to speak, is all of the users of the Internet that depend on that system. And so the output is, when do we complete a policy process? And you'll hear it's pretty slow, it's very arduous, it's very complex. The Generic Name Supporting Organization had a debate on Saturday morning about how to make policymaking more efficient, and also how to efficiently include a broader array of voices. Because sometimes they'll have 200 people sign up for a working group, which is great in terms of involvement of people who are affected by the working group, but poses new challenges for how quickly can that group reach conclusions that reach the consensus and then can be approved by the board.

So yes, we have metrics for some of the easier stuff to measure, but it's kind of a big academic question of, "How do you measure the efficiency of policymaking body?"

ALBERT DANIELS:    Okay, we'll take one other question and then we let – okay, two other quick questions and then we let Chris continue.

CHRIS MONDINI:    Maybe you can both ask the question and I'll try to combine [inaudible]

CHYLOE HEALY:    Hi, Chyloe Healy for the record. I just have a question. Is there a process in place to request maybe webinars for communities that don't really know the ICANN environment or even the DNS system? I know first nations people within my community, we don't really work a lot in this area, but we do want to know about it to be in the conversation. Thank you.

MONA ELSWAH:    Hi. I'm Mona Elswah. I'm just wondering, how do you engage with academia? I come from academia, and actually from a place we only study the Internet, but not everyone is aware of

ICANN. So how do you engage with academia to raise people's awareness about what ICANN does and everything?

CHRIS MONDINI:   Thank you very much. So the first answer, Chyloe, was yes. At this point, I think the process would be work with – you can ask any of us. You can also ask Siranush, you can ask – I'm sure you've been introduced to the At-Large organization. If you can gather a group to sign up for a webinar to get an ICANN orientation, we can provide the infrastructure, the Adobe room, the call-in number, the speakers and the materials to do that. That's a really easy lift for us in the engagement team and it's part of what we're doing in North America much more of.

On academic engagement, there's a colleague of ours, his name is Adam Peake, and he was just telling me – I missed the meeting on academic engagement this weekend, but he was telling me what they came up with, and it ranges from – we do in my region – and I'm sure in other regions we show up at universities and give lectures and generate some interest. But increasingly, we have academic institutions say, "We would like a whole course on multi-stakeholder Internet policymaking." And so we're working to see – we're not an academic organization, so really, it depends on partnerships, and Adam is responsible for those partnerships. I will say, again stealing from what I was going to

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say about North America, the possibility to get students who might be working in technology policy or sort of cross-disciplinary subjects that could find a way to get academic credit for perhaps serving on a working group or writing papers and summaries or creating webinars that explain the topic. We're exploring ways that we can, not just help create courses but also give students opportunities credit for being here, and again helping this community that's saying they want help.

So just briefly on North America, North America is where the Internet was born. Does anybody know where the Internet was born?

SIRANUSH VARDANYAN:     UCLA.

CHRIS MONDINI:     Los Angeles. But also, ICANN was born in North America. And so North America as a region is a little different. You'll notice here at the meetings it's a very diverse meeting, but you'll see that sometimes in the leadership positions or even in the people you're hearing at the microphones most frequently are people like me that sound like me that are from the North America region, and that's just sort of – we're young enough that we still

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have some of the founding people from ICANN very active in ICANN.

But unlike other parts of the world, it's not as much of a language barrier, it's not as much of a cultural barrier, and it's just sort of easier for North Americans in many ways to engage. And on top of that, the functions of ICANN, whether it's the people serving the domain name industry in sort of a customer service capacity or  the legal department or the finance department, a lot of our contracts are signed and they're paid in dollars, and the working language is English. It's just sort of easier in many ways for those in North America to be engaged.

So our focus also tracks with what I was saying before, is trying to expand diversity within North America of who's involved. And to the question that came up before, converting those who now know about ICANN to becoming active in ICANN. So just to list a few of the things, the activities that we do – and I'm assisted by a manager, his name is Joe Catapano if you haven't met him yet.

We do all the usual engagement and outreach stuff with the newsletters, the webinars and sort of the communication, social media, all that stuff. I hope you're all following me on Twitter. We started doing something called readouts. A readout after an ICANN meeting. And a readout really takes the form of a

webinar, or it could be a live meeting, and in this case I've relied either on local internet society chapters or At-Large Structures.

It's really kind of a smaller group way for people who don't know that much about ICANN to either hear from me or community leaders or a combination, and we pick kind of five headlines that – we'll talk about what came out of the Puerto Rico meeting, the five big issues, and it's a way that people can ask questions and get to know the issues without feeling like everything they say is transcribed or on the record or recorded. I think of it as a safe space for people to make the leap from knowing about stuff to wanting to talk about stuff.

We talked a little bit about academia and working with ways to have mutually beneficial engagement there. And then finally, I did convene – and we're having two webinars and we're meeting this week – kind of a North America Engagement Advisory Group. And I actually kind of recruited people from each SO/AC and constituency group within ICANN to be on that.

And a lot of them, to tell you the truth, again these leaders who have been in ICANN forever, they looked at me and they're like, "Everything's working fine. Why do we need to do more engagement?" I said, "Well, let me tell you about the challenges and then I'll take your advice." And they've really enjoyed hearing across the community what the different challenges are

and actually hearing ways that – what's very hard work for them as volunteers might be eased a little bit by getting some more knowledgeable, active new volunteers into the system.

So that's what we're doing in North America. We didn't have North America Fellows up until very recently, so I'm delighted that we have Fellows as part of the program, because I think it just adds more synergy to more of our efforts and helps build that community. Thanks.

ALBERT DANIELS: Thank you very much, Chris. Before we move on to the next speaker, I'll just take one or two questions and we can start. We have one question there.

SHERRY SHEK: This is Sherry Shek from Hong Kong. How do you perceive the engagement level in your region? Are you satisfactory with the progress of the work that you have done? And how do you compare this with other regions if you have any information? And on top of this, how do you adjust your strategies of outreach and engagement? Thank you.

CHRIS MONDINI:     As I mentioned, I think for your second question about comparing to the other regions, I tend not to – I steal a lot of great ideas from the other regions, but the challenges in the different regions are very different than the challenges in North America, so I don't compare them too much.

I'm very focused on thinking about a new generation of active community volunteers. So helping those people I referred to who already have leadership roles who may be from the North America region to be confident about finding and developing talent to replace them, essentially, in their stakeholder activities really informs a lot of what we're doing in outreach and engagement.

And then I think we're always adjusting. To your last question about how we adjust the strategy, when I started – which is six years ago – we didn't have an engagement team. We had the beginnings of one. We had a global partnerships team with about six people to cover the whole world, and the needs were a little different. At that point, the needs were about the world – more people need to know about ICANN. Governments should know about ICANN. The businesses who you would normally think would be active and who today are active, they weren't at ICANN.

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So it was more of an awareness raising mission. Now, as I think I've tried to convey, we're much more in a getting active volunteer to policy output mission. So I think that's been a big adjustment. But I'd say we adjust pretty continuously.

ALBERT DANIELS:          Okay. We have another question from Jason.

JASON HYNDS:             Hi, Jason Hynds from Barbados. Thanks so much to the global GSE team. I steal plenty of ideas from them as well. There are some awesome members all over the world I'm a fan of. Daniel is doing his thing. I try to work as much as I can with Albert, and I love what's been happening in the Pacific and Africa and so on. So I steal ideas there. I just wanted to add to your description of the readouts in terms of what I see being from an underserved region.

I see it as an opportunity to be very introductory in the initial stages of that event to help people that may not know what ICANN is, to introduce them before we get into the deeper topics that came up in meeting, and I really like to finish them too with helping these communities to organize better and be able to set up structures that allow them to follow the opportunities to engage further. And Albert has been doing such a great job in his

region with them, and I think we have to recognize too the differences between the regions.

Like in your case in North America, it might be easy to do it as a webinar, but I think in some cases for some regions, you need a more direct engagement. And like my mentee, Lendon, was telling me, one of the reasons why he's here is because there was a readout locally in his country and it helped to activate his company to actually try to be here. And he's been doing great stuff in this space in terms of his questions and so on. So there are differences between the regions on how to engage with them.

ALBERT DANIELS:      Thank you very much, Jason. And I think this is a very important point coming from a Fellow about what he has been involved in in his region. So there's a situation where readouts are good, but what Jason has been doing after going through the Fellowship program is actually participating from a technical standpoint, also from an end user standpoint in helping to spread and explain the message of what ICANN is all about in a local readout.

And there's a lot of talk of budget at this meeting. And in the Caribbean, typically, we don't have much budget. So just to let you know that having a readout is not something big. Maybe you

get a local ISP to sponsor the breaks and the lunch. Maybe you get one of the local organizations to let you use a room. And hopefully they'll have Internet. And then the rest is up to people and what they have to say about their experiences. Some can present remotely, some can be other Fellows who are local in the country so that you can have a very valuable event without spending too much money which can be replicated.

So we'll continue to take questions as we go along, but I am very happy and excited to move to the next speaker for one reason in particular. That reason is not because he's my boss but because the two of us share something very sentimental with regard to this particular ICANN meeting. You all may not know this, but the Fellowship program started in 2007 in San Juan, Puerto Rico, at the ICANN meeting. And you've already heard Siranush mention that I was a Fellow, one of the original Fellows at that program, and our next speaker, my boss, Rodrigo de la Parra, was also one of those original Fellows. So it's my pleasure to introduce Rodrigo de la Parra, the Vice President for Stakeholder Engagement for Latin America and the Caribbean to present to you. Rodrigo.

RODRIGO DE LA PARRA:    Thank you, Albert, for the kind introduction, and –

UNIDENTIFIED FEMALE:     [inaudible]


RODRIGO DE LA PARRA:     Exactly. There you go. She said that everybody comes out from the Fellowship program. This is correct. Rodrigo Saucedo also was a Fellow. And indeed, engagement in the regions is different and varies from region to region. Right? Actually, I wanted to tell you about when the engagement in ICANN changed a bit or became more relevant.

Since the very beginning, ICANN has been an open platform welcoming people from all over the world, from all over the stakeholder groups. But at some point, we decided that we needed to change our stand. Alex, don't go anywhere because I want to introduce you. Don't leave the room. And we changed our stand, right? We were openly waiting for people to come and join the ICANN multi-stakeholder model

But that was not precisely what ICANN needed. We needed to go out to the world and take ICANN outside to the different regions and increase our engagement in that way. And that's how we started to grow this team. And actually, we created this global engagement team. And with that, let me tell you how we started to build this engagement team for Latin America and the Caribbean.

Of course, we acknowledge that engagement was different in this region. This is a developing region. And people knew very little about ICANN. They didn't know what ICANN was all about. So the first people – well, we needed first in the team was someone who could help us raise awareness and t ell the world what ICANN was. And we hired this amazing expert in communications who is Alex Dans, and I wanted you to recognize her.

She's been doing an amazing job. She's behind the Twitter account for ICANN Spanish, also the Twitter account for ICANN in French but this is a different story, ICANN in Portuguese, handling our website. We have a regional website and doing our reports, and she's really amazing. So that's where we started, because we wanted people to learn more about ICANN.

And then I also want to introduce the other members of the team. Of course, you know Albert Daniels. Jason has mentioned that the Caribbean has a very specific approach to engagement, very specific needs, so we need one person to be on the ground in the Caribbean that was very knowledgeable of the challenges there, and that's where Albert came into place. And he's also doing an amazing job, and very well-known and recognized by people in the Caribbean, very close to them.

And then there's another person I want you to meet. Of course, maybe you have seen him before, and he's Daniel Fink. Daniel Fink is based in Sao Paolo, and he's helping us with a challenging engagement we had in the past and we do still have now in Brazil. As you know, Brazil is a tiny little country in the middle of the continent that speaks Spanish. So that's very much – and also Daniel is now more recently helping us with the engagement for the development of the DNS industry in the region, not only in Brazil but across the whole region.

And last but definitely not least, meet my Fellow Rodrigo. I don't know how to say [tocayo] in English, but you know. Rodrigo Saucedo, he's based in La Paz in Bolivia, and he's presently trying to help us to take ICANN engagement not only for ICANN meetings waiting for me to welcome all of you here, but doing a lot of work throughout the year. Rodrigo is our senior manager for strategic initiatives in the region, and he leads the LAC Strategic Plan that you might have heard a little bit of it.

I'm going to leave Rodrigo just to say a few words, because unfortunately we have to leave to another meeting. But Daniel will stay here and continue to explain into detail [inaudible] as much time as we have. It could take a lot of time, but he'll give you an idea of how you can get engaged and involved beyond the ICANN meetings, the ICANN ACs, the ICANN SOs. We have a lot of activities and projects that can even help you to become –

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to have a soft landing that you're having now as a Fellow. But through this strategy, you can become a more active part of ICANN community and engage in other different projects.

So once again, welcome to the ICANN community. This is the best way to come to an ICANN meeting. This is a soft landing. Once a Fellow, always a Fellow. We're all Fellows. Thank you very much.

RODRIO SAUCEDO:     Thank you very much, Rodrigo. Sorry, my throat is a little bit bad. This is a really nice place for me. Like Rodrigo said, I started in the Fellowship in Mexico in 2009. I think it's an awesome program. It helps people who can't usually attend ICANN meetings. They give this opportunity to them to understand what ICANN is about. And for me, it was really great because at that time, I was working for the ccTLD in Bolivia. And it gave me the opportunity to understand about the policies, about delegation policies and all of that, and we drafted in Bolivia those policies. So it was great for me.

And going straight to the LAC strategy, like Rodrigo said, one thing is to come to ICANN meetings and start participating in SOs and ACs or maybe in PDPs, but there's another way to get engaged with our region, with LAC GSE. Of course, ICANN, right? And it's the LAC strategy. I see some Fellows that it's their first

time here who already been in – are already involved in the LAC strategy, and that's a really great way to understand. And because this LAC strategy is a tool for us ICANN to get engaged with the region and help them in a certain way with outreach initiatives, engagement initiatives and other things that Daniel will be explaining you in more detail.

RODRIGO DE LA PARRA:     We'll excuse ourselves. Thank you.

ALBERT DANIELS:     But before the two of them leave, are there any quick questions for Rodrigo de la Parra or for Rodrigo Saucedo? They planned this. They planned to come with the same name to completely confuse you. Any questions for them, any hands? Okay. So we'll take one question over here and then we'll take Betty after wards, and then we'll release them.

KATAMBI JOAN:     Thank you so much. Good afternoon to you all. Katambi Joan, a Newcomer and a Fellow. I'm only wondering, what's the difference between an engagement center and the partnership center? Because while I was going through the ICANN Learn, I found out that in Africa, we have one engagement center in

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Kenya and one partnership center in Egypt. So does that mean there are few activities of ICANN in Africa? Thank you.

ALBERT DANIELS: I'll let Rodrigo de la Parra answer that question.

RODRIGO DE LA PARRA: Thank you for the question. So ICANN has now five regional offices, and of course there is one for Africa. We have one for Latin America and the Caribbean, it's located in Montevideo. We have one in North America, it's located in D.C. This is besides the headquarters in L.A. We have one in Europe which is based in Brussels, and we have one in Turkey, in Istanbul. And that one takes care of the Middle East and Africa. So that will be the regional office. And this is in addition to the two other offices that you mentioned, one the engagement center and the partnership in Cairo.

So they have different activities, but the regional offices – this is just a new initiative that we're starting, but the aim of this is to provide "ICANN services" closer to the regions and according to regional needs. So serving Africa, we have that office in Istanbul, plus the engagement center and the partnership we have with the government of Egypt.

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ALBERT DANIELS:            Thank you. Betty?

BETTY FAUSTA:              I want to thank ICANN and particularly Albert to permit me to commit here, because I don't know really ICANN before we connect together. And just one question, how ALAC and ICANN can make one Caribbean possible.

RODRIGO DE LA PARRA:       I think that's yours, Albert, and with that, we'll say thank you. And we'll be around. Thank you.

ALBERT DANIELS:            Okay. Thank you very much Rodrigo and Rodrigo. Okay. For those of you who may not know, Betty is from Guadalupe, part of the French Caribbean. And my very next slide will sort of relate to that question that Betty is asking. But the bottom line is that when we – and I get this a lot, and all of the other Global Stakeholder Engagement members get this a lot. People point at us and they say, "Well, what is ICANN doing?" As if Chris and Daniel and myself and other ICANN staff members are ICANN.

We are not ICANN. You are ICANN. We love pointing at you because you are the ones who decide what happens in ICANN policy. You are the ones who determine what happens in ICANN

policy. So anything you want from ICANN, you have the complete possibility of making it happen. And this is why we try to get you into this kind of environment where you can learn about all the different parts of ICANN and how all of those structures actually operate so that you can get involved and you can encourage others from your region to get involved. So if you want a different kind of Caribbean in ICANN, Betty, you can make it possible. Okay? Great.

So I'll just quickly go through a few slides to give you some idea of what happens in the Caribbean. By the way, I'm very happy to see the Caribbean faces in the Fellowship program. And not only to see them in the Fellowship room but also to see them engaging in all of the other sessions that are taking place.

One thing that we are told and taught in ICANN is that you should always speak slowly so that if there's interpretation, the interpreters don't have a hard time. But sometimes, you get so excited that you want to go quickly. So for those of you who are not familiar with the Caribbean, we can take a quick look at this slide up on the screen, and then you'll start understanding why nobody wants my job.

So the Caribbean is a very geographically dispersed place. You see all of those little dots and all of that writing in a sea of blue? The Caribbean comprises of 32 territories, 16 of them are

independent territories like Barbados, like Cuba, like Saint Lucia, Saint Vincent and so on. And another 16 are what we refer to as overseas dependencies.

There are overseas dependencies for example of France, like Guadalupe where Betty is from, Martinique, French Guyana. There are overseas dependencies of Holland down at the bottom, they're the territories of Aruba, Bonaire, Curacao, and you also have French Guyana. There are overseas dependencies of the United Kingdom like Montserrat and the Cayman Islands.

There are overseas dependencies of the United States like Puerto Rico which is in the middle there. And you see why I always have difficulty with Chris, because Chris covers North America, and Puerto Rico officially in ICANN is part of North America. But you take one look at this map here and you say, "What are you talking about? Puerto Rico is in the middle of the Caribbean."

So sometimes it gets a little bit complicated. And you have other territories. For example, you have an island that's cut in half, half of it is one territory, Haiti which is independent, the other half is the Dominican Republic which is also independent. And you can't really see it on this slide but there is also another island which is also cut in half. Half of it is Saint Martin and the other half is Sint Maarten. Half Dutch and half French.

So this is what we have to deal with. And from an ICANN perspective, even with the RIRs, the regional Internet registries, it becomes more complicated because usually, there's one RIR that covers the region, but in the Caribbean only, we have two RIRs: ARIN and LACNIC covering our region.

But then we have a saying in the Caribbean. When you look at that map and you think about all of these different distinctions, we say that it's only water. So if you drain out all of the water and you look, you realize that everybody is literally standing on just different parts of the same rock. So in terms of engagement and what ICANN does, we try not to focus on all of these lines and all of these boxes. We try, as Betty was saying, to deal with people and look at the needs of the individuals, the organizations in different territories, and try to see how we can bring ICANN to them.

For example, Puerto Rico is North America, but Chris says, "Albert, this is close to you. Can you go and participate in the celebration of .pr where they're celebrating 25 years?" So we try to find the best way to work and bring ICANN essentially to the community.

So in the Caribbean, our overarching approach is basically we keep our eyes on the overall ICANN mission and strategic objectives, but as you would hear from Daniel and as you heard

a little bit from Rodrigo, we try to customize it for our region. One of the first things that we did in the Latin America and Caribbean region is we said to the community, "What is important to you? What would you like us as an ICANN team, an ICANN Global Stakeholder Engagement team to support you in terms of your strategic objectives?"

And we came up with this LAC Strategic Plan. And the most important part of that second bullet point is the fact that the plan was not developed by the ICANN staff, it was developed by the ICANN community with input from those of you in Central America, South America and the Caribbean, and the entire Latin America and Caribbean area.

Another important thing to us in the Caribbean is that we are very – I don't know if this term will translate properly, but we are very tight. We work closely together. So for example, here at the ICANN61 meeting, all of the people from the Caribbean know exactly where we're having lunch, where we're having dinner, where we're going for drinks, what are the important meetings – see, they're smiling – to go to, who has the better food, because we stay in close contact and communication with each other.

And in terms of engagement, we do that also with partners, organization partners and regional partners in the Caribbean region. So when we do things, we look to see who would it be

best as an organization to work with. Would it be the CTU? Would it be CaribNOG? Would it be CANTO? And there's a short slide on that later on. And also we look at the regional organizations in the Caribbean. As much as we are geographically dispersed, we have certain virtual groupings.

We have a grouping known as the Organization of Eastern Caribbean States. It's a political grouping. We have another grouping known as Caricom. It's a little bit wider, it includes the Organization of Eastern Caribbean States as well as some of the other territories who are not in the Eastern Caribbean.

The point is that this is how we do it in the Caribbean, but in your regions, there may be similar organizations. So there may be similar ways in which you can work with the local partners and work with the local organizations and leverage the regional organizations. So we do a lot of capacity building, we focus on areas of course related to the ICANN mission like the DNS industry.

So here at ICANN61, you may have been hearing about DNSSEC. In many of our Caribbean capacity building technical events, we try to work with the regional Internet registries and actually do some training in that area, and of course, we look at DNS industry topics.

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Because of all of that blue that you saw in that first slide, the sea, for me to engage in any Caribbean territory, I have to pack a bag and fly. Sometimes, believe it or not, I have to fly out of the Caribbean, fly out to Miami, perhaps even sleep one night, and then fly back down if I'm going to Belize, if I'm going to Jamaica and some of the other territories. So it's hard.

We can't always physically be at an ICANN meeting, so we have a high emphasis on remote participation, and this is where Fellow Jason has been doing a lot of work in trying to encourage people back home or somewhere where the meeting is not actually taking place to log on to Adobe Connect so that they can see what's happening, get an understanding, and also participate themselves.

So just quickly, these are some of the regional partners that we work with. We have a network operators group in the Caribbean called CaribNOG, we have the Caribbean Telecommunications Union which is very close to the governments, and we work with them. We have a business association called CANTO which is made up primarily of Internet service providers and regulators and related businesses. And in ICANN, there is a business constituency for those types of entities. It's known as the ISPCP. So we try to work with them.

We work with the regional Internet registries, both of them that cover the Caribbean, ARIN and LACNIC. We work with LACTLD which is an organization supporting country code top level domains in our region, and of course we work with ISOC and I've already spoken about the OECS and Caricom.

Just to end, an initiative which we launched lost month is called VDECC. Because like I said before, we found that ICANN was not confused enough with all of these acronyms. We wanted to add a new one to make it even more difficult for you to understand what's going on in ICANN. You're welcome.

So we have VDECC, the Virtual DNS Entrepreneurship Center for the Caribbean. And again, what are we doing? We are working with our partners and this is a business-related initiative where we are trying to work with potential DNS entrepreneurs, explain to them what some of the possibilities are and how they can benefit from an economic standpoint from the opportunities that are available within ICANN.

How do we expect VDECC to work? It's a capacity-building initiative based on a physical capacity-building center called CEILAC in Paraguay, but we are focusing on ourselves, focusing on the Caribbean by building content that is related to the Caribbean region, saving that content in a pool like the webinars and so on, and making it easy for us to replicate the same

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capacity building with high quality presenters in other territories. And all we need to do this in different territories is to get a room, make sure we have Internet, and play back some of these very interesting presentations along with the audience interactions, the questions that were asked and the responses that were given, and do something from territory to territory.

All of that will be available on the website vddec.online so that we can easily replicate that across our region. These are some of the topics that we covered in the launch that we had last month in Trinidad and Tobago: what makes a good domain name, what makes a good website, what are some of the value added services that you should add on as an entrepreneur if you want to get into this business, how do you become an ICANN-accredited registrar.

And we had an individual from .rest and .bar which are some of those new gTLDs giving their experience of how it worked internationally, and then we also had the perspective of local country code top-level domain names .bz and .tt saying what happened in their region.

So conscious of the time, I will end here. If I see any hands, I will take – okay, I saw three hands, so we'll take three questions quickly from Gerard on the left and on the right, and then we will go to Daniel for his presentation, and hopefully we will still be

able to finish so that we can end off with a short exercise that Chris wants to do. So Gerard.

GERARD BEST: Gerard Best. I'm from the Caribbean. I'll keep it short in the interest of the time that's available as well. I want to just add my voice, lend my voice to the expressions of congratulations that have been pouring into the team. I don't know if you hear it enough, but the Global Stakeholder Engagement Team have – as Jason said – been doing an excellent job. In particular in the Caribbean, I applaud the ability of ICANN to find creative ways to package itself inside of a collaborative model working with the other organizations and to customize the particular value that ICANN brings inside of these very tight multi-stream events that we have to have in order to capture these audiences that we have in these very small populations.

In particular, I just want to take the opportunity to say that the VDECC initiative is one that I'm personally particularly interested in. There are three components of it that I find new and interesting in a different way. I find the ability of the program to be customized as an online package something that I think holds real promise in terms of its delivery down to the periphery of our region. I'm particularly also interested in ICANN continuing to build capacity in the region, something that I

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know, Albert, you've been working on for a long time. I think the VDECC – maybe not the content of it, not everybody has a direct interest in the DNS industry, but the ability of ICANN to put the content online, replicate it and deliver it through that model is something that I think holds real promise. And finally, I think that the promise of entrepreneurship and the economic empowerment that that brings is something that I think is very good for ICANN to associate itself with in the context of a Caribbean region where the economy is performing in the way that it has been over the last few decades.

ALBERT DANIELS:     Thank you very much, Gerard, and also thank you for the work that you've been doing from a communications standpoint in explaining to the Caribbean community what this ICANN thing is all about and why they should be participating.

LAYAL JEBRAN:     Hello. My name is Layal Jebran, I'm from Lebanon. This is my first ICANN, and I'm a Fellow. I wanted to mention the VDECC. As an entrepreneur myself, an entrepreneur in tech, I believe that I did not know enough about ICANN or the existence of ICANN when I first started my first tech startup. And I do believe that VDECC is a model that should be replicated around the world with ICANN, not just be part of the Caribbean only, because it

also benefits not just ICANN as he mentioned with the propagation of the word of ICANN, it also benefits the entrepreneurs themselves on knowing what is out there with new technology regarding the Internet and policymaking, and sometimes we register our companies as tech companies somewhere and we realize there are certain policies that work against us. So I wanted to give a note about it that this is a program that should be applicable to everyone, actually, in the world.

ALBERT DANIELS: Thank you very much for that comment. And you know, as I've been giving updates on VDECC, we've been hearing that more and more. "Okay, when can we have one in our region?" And the more we think about it, the more we realize that perhaps this kind of approach would help us in ICANN to fill a sort of broader gap that we have identified in terms of the participation of the business community in the activities of ICANN. So that is a very excellent suggestion and comment. I'm happy that the Vice President for Business Engagement is here, so we will definitely take that onboard. Thanks. There was one other question.

MONICA TROCHEZ: Good afternoon. My name is Monica Trochez from Colombia. I'd like to make a comment and ask a question about the

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entrepreneurial centers. Do you provide assessment on how we can provide intellectual property to entrepreneurs? Do you provide advice to them?

ALBERT DANIELS:     I will allow my colleague, Daniel, to respond to that question in Spanish. He's Portuguese, but I'll force him to respond in Spanish because he was the one who initiated and started the whole DNS entrepreneurship center in the Latin America and Caribbean region, the CEILAC that I mentioned. So I'd be happy for Daniel to respond to that.

DANIEL FINK:        Thank you for the question. My Spanish is not that good. I feel better with some Portunol. So there we are.

This issue of a legal advice is what we call – we use the word "tracks" to refer to them in our entrepreneurial center. And so when we think about meeting all the knowledge we have for entrepreneurs in this center, we know that the legal aspects are an important track there.

And so when we started CEILAC in Paraguay, we had two professors. One of them was a marketing professor and the other one was a legal professor. And that legal professor was León Sanchez who is now a member of the board.

And one of the recommendations is that whenever an entrepreneur or a company thinks about protecting their trademark, protecting their data, well, he has provided us with a lot of recommendations on how to do these together with other specialists. So it's not that simple to have an idea and register a domain, but actually, what kind of care do we need to provide? What precautions do we need to take? He's a specialist in this. So this is an issue that we need to bring together with innovation, together with participation and good ideas. We are very motivated by registering names, etc., but what are the precautions that we need to take?

ALBERT DANIELS:     Thank you, Daniel. We are going to continue with Daniel, but I suspect that he may be continuing in English.

DANIEL FINK:     Okay. So thank you very much. It's great to be here. I would like to start giving homework for you. I know Siranush doesn't allow you to open YouTube during the meetings. Is it true? Yes, so don't do this now, but if you have a chance, look at Chris Mondini TEDx. So you're going to find his excellent keynote speech, TED level in YouTube.

CHRIS MONDINI:    If you Google – it's actually more fun to Google – "Chris Mondini, Who Controls the Internet" because it comes up with that too.

DANIEL FINK:    Exactly. And this is one of the –

SIRANUSH VARDANYAN:    By the way, the video which Chris put in YouTube, we shared in our group before coming here.

DANIEL FINK:    Oh, you did? So you already watched – no? You did. Okay, excellent. Great. Yes, it's a very inspirational talk. So I had another great opportunity to welcome Chris Mondini in Brazil for engagement with the private sector. And it was a great journey. And then Rodrigo asked me to do the same for the entire region, so I got a big homework after he went there.

But one of the things when I joined ICANN, I didn't have the privilege to be a Fellow, and I really regret, because everybody I meet here I call boss nowadays was a Fellow before. But I didn't have the opportunity. Anyways, I had another opportunity, quite more radical. I joined ICANN during the NETmundial times. You remember NETmundial? Yes, that was another big headache time, big crisis time.

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And then the solution was the multi-stakeholder meeting. But that's kind of waves that we see on Internet that we have to build our trust when challenge comes. And that's a little bit what Chris develops in his TEDx presentation. And this is one of the graphs that he shows, that while people are looking at newspaper headlines in the Internet about what's happening, about privacy issues, about scandals and things like that, the knowledge of how the Internet really works remains quite stable.

And you are here, kind of learning exactly how the Internet works, and then you can help sending the correct message towards your communities. And in here, in ICANN, I believe we see many opportunities, even to predict – not just learn how the Internet works but how to predict and see where the Internet is going.

So I have a little story that surprised me during my talks in Brazil which is very similar to Argentina [inaudible]. We'll be familiar with the story. We are agricultural countries, right? Most of our economy, GPDs, are based on agriculture. And of course, Internet is having some impacts on that.

So on this map you can see one very little city represented by the red dot. It's a little city, like 10-15,000 inhabitants, and they have a very small ISP providing Internet services. The city is

named [inaudible]. So this guy has some antenna in the city. He sells some Internet services.

One day came a big farmer asking him, "Look, I have these machines, I have to automate them, and these tractors have to run by themselves to collect my crops." These machines are not located in the city, of course. It's located all around this gray area.

Then I was talking with him and I asked him, "Okay, how many people connected to your network you have?" And then he said, "Oh, we have about 3500 subscribers to our network." "Okay, and how many machines you already connected?" "Oh, about 400 machines." Alright. So I ask him, "Please let me know when the number of machines overcomes the number of people."

Because if you look at the area that he needs to cover with networks with this new demand of machines, it's much bigger than the actual – the current place where he is serving. And it's a small entrepreneur, a small ISP, and he's getting demand from his customers to connect all these machines.

And that gives us another perspective. Not just machines are coming into the Internet but also new people, all the time preparing servers, requiring IP numbers, facing attacks, cybersecurity threats. So one more reason perhaps to prepare capacity building, engage people on how the system works. And

this is happening now in Argentina, in Brazil, and of course in many of your countries. So I wanted to share this story and see how different engagement can be according to your needs.

So one thing that we do for talking to people, when we have a group of technically skewed people, we explain about how the DNS works, what kind of threats are possible, we invite them to open a terminal window. "Okay, let's make a check in the WHOIS for this domain, let's see what kind of consultations this – how it goes to the root server and comes back." So many different activities.

And other activities that also surprise us are what actually come from you. We had a NextGen called Mark Datysgeld. He's around here. Perhaps you know him. He came up with some very, I'd say, entrepreneurial idea. So let's do a program just for the youth, for them to prepare them perhaps to apply for a NextGen understand what is Internet governance.

Something exactly to somebody who doesn't know anything and wants to perhaps apply for some scholarship or opportunity in Internet governance forum. And then he created Governance Primer, something dedicated to the youth. He did the first one, a pilot, and then he was invited to run another one in Brazil, and then later on he did something around the region in Argentina and Uruguay, and it worked really well.

Another thing that we did during a readout session in Brazil was as game. We did a gTLD application round game. Argentina, Brazil, we like some competition, right? So we divided a group like yours in committees, like some of them were the GAC, another was the applicant for a new .brand domain name, another one was from a civil society group who wanted to protect that name and apply again.

So we did a set of rules. "So you're going to propose this." Some of them were board members. And then we gave them the instructions how they should prepare their arguments, and then we put them in an assembly, a meeting to talk and finally decide who would be – whether the domain name would be delegated or not.

It was a great engagement exercise and people really came out like, "Okay, now I know a little bit more of how it works." So these are some ideas, and along the years, we had experience in our region that helped capacity building, helped engagement and so on. So I don't know if you have any questions so far. The other slides I would like to show are more about the strategy.

ALBERT DANIELS: Okay, so this is what we'll do. We have 13 minutes left. First, I will take one remote question that we had, then I will let Chris do a very short exercise, and then we will open it up completely for all

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of the remaining questions that we can take in the time that we have left.

SIRANUSH VARDANYAN: Thank you, Albert. [Katherine Niwagaba] is asking, "On a regional level, what do you offer? What kind of support do you offer for newcomers?" She's referring to the level of mentorship and guidance from the time an individual shows interest to when they start to fully engage in the various activities.

ALBERT DANIELS: Okay. I will answer that question generally from a Caribbean GSE perspective, because I think there are some aspects that may relate to other regions. In my Caribbean, essentially, everybody is a newcomer. So from the time we start doing the engagement, we are dealing with a lot of the fundamentals.

Perhaps I'm meeting with some ministers. I met with a minister one time in a Caribbean territory and he said, "Albert, where do you work now?" I said, "I work at ICANN." And he said, "ICANN? What does that stand for?" So you can't start talking about policy development or multi-stakeholder model or anything like that. You are really starting from the beginning in many cases.

I went to a university, and you would have thought, "Okay, there is a program on Internet governance." And just remember there

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are a lot of things that are fundamental to us in ICANN that we had to cover as though we were starting from scratch.

So the general answer to that question is that we don't assume that anybody understands this whole complex ICANN soup. We start from first principles and we try to build gradually. That's why the Fellowship program is important, that's why we do different types of engagement at different levels.

So at every stage, we have the stakeholder journey which is a journey where we try to take people from where they're at, take them to the next stage, see where they would like to be at the end, and hopefully they benefit and make a contribution at every stage. So that would be my sort of generic answer to that. I don't know if Chris wants to add anything, but I'm going to hand over to him anyway to do his little exercise.

CHRIS MONDINI: Thanks. Speaking of a stakeholder journey, I'm going to take you to the deepest, thickest, darkest part of the forest. What I wanted to do is if we're able to show the working group section of that document, the green – these parts. Yes.

So I was at dinner with a few Fellows and they were saying – I was telling them, "Wow, one of our aims in engagement is to get people really involved in the details, the nitty-gritty of making

policy." And the policies, they come out of the Supporting Organizations. That's one thing about ICANN, is a new idea for something can emerge from any part of the community. And then if there's consensus across the community, it becomes adopted as addressing policy.

I wanted to just show the list of – I don't know if you can read it, the green items are working groups. These are working groups which are a stage of the policy development process and then a couple of topic areas. We'll send around a link to this document. But I just wanted to give you a flavor of how detailed some of the topics are.

The first green line is the WHOIS Procedure Implementation Advisory Group. Have you covered already WHOIS? Yes. So you know WHOIS is essentially the database of the registrants of domain names. And you've probably heard a lot of debates about conflicts with the European data protection law.

This is a working group that's about – generally wherever there's a conflict between what ICANN requires of the WHOIS maintainers conflicts with the local law, how you deal with it. So if you have a passion for that area, that's a place to get involved.

The next one, the protection of international organization names in all generic top-level domains. Again, that's a very specific topic that relates to the International Red Cross and Red

Crescent organizations who in the past had issues related to deception and fraud. When there would be a disaster, some domain names were misused to fool people into giving donations to the wrong place for example. And also, intergovernmental organizations don't always have the capacity or knowledge to monitor the domain name system in a way to protect against these abuses. So that's a discussion again on a very specific topic.

The next topic listed is the working group on new gTLD auction proceeds. So when two different applicants have asked for the same top-level domain, for example there were a lot of competitors for .shop and a lot of competitors for .web, and there are some very famous debates between different applicants. Because there can only be one because it needs to be unique, there are all kinds of steps to try to resolve that conflict, but the last resort is the parties can be invited to bid and have an auction.

And the proceeds from that auction are put into an account, and that account is designated to be used for the benefit of the broader Internet in accordance with ICANN's mission, and that pot is well over $200 million. And there's a cross-community group that is working on deciding what kind of mechanism, whether it's a foundation or it's partnering with a foundation, but what to do with those. Because it's designated to be

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something that the community will say is for the good of the Internet. So that's another one.

The next one under that is on enhancing ICANN accountability, and you've probably heard about that and it's pretty much what it sounds like. It's left over from when ICANN gained its independence from the U.S. government. The community promised to continue to improve transparency and accountability on a lot of issues, so there are many working tracks there.

The next one is the review of all rights protection mechanisms and all gTLDs. So if you have a trademark and you want to protect it from anybody else using it to get a gTLD or register your trademark in another registry, there are several mechanisms to do that, and the community is reviewing those.

The Subsequent Procedures Working Group, you know the top-level domains, the number of them expanded from about 22 to about 1200 or so, and that's taken over the last seven years. And the community is embarking on a discussion about when and how to do that again. And so the Subsequent Procedures are answering the question, "Should we continue to have more generic top-level domains? And what should the rules around those be?"

Under that is something called Next Generation gTLD Registration Directory Services or RDS. So even before privacy laws and data protection laws started conflicting with the way ICANN maintains the data on those of you who have registered domain names, already, the community was working on a way to reinvent how we maintain and make available registration data. So that's been going on for a very long time, and it's got new energy because of the more recent debates.

The next one is, again, if you have fraud or a hijack or something is happening with your domain name, there are various mechanisms that you can take and procedures, and the next one is about whether IGOs – again, intergovernmental organizations – can have a special access to those.

And then the last one is a Cross-Community Working Group on Internet Governance which is asking the question, "What is ICANN's role in the broader Internet governance debate? How do we stick within our technical remit and all of the stuff about domain names while keeping a healthy ecosystem?"

There is one also in the Country Code Name Supporting Organization, one policy development process, and that's about how to retire an unused two-letter code like .su which used to be Soviet Union which doesn't exist anymore. But it still sits in the

Internet as a top-level domain. There was no mechanism for retiring that, and they're discussing that.

But I just wanted to illustrate, it's very specific stuff, and this is where we're trying to take someone who may not have even heard of ICANN and then get them to be active on a topic like this. It's a very long and complex journey, so if any of these are of interest to any of you, you can really be a superstar by studying hard and volunteering to participate.

ALBERT DANIELS:     Okay, so we have one minute and 16 seconds for your next 15 questions. Do we do a lottery? One hand. Which was up first? Jason.

JASON HYNDS:     Hi. Two things. I would love to have an outline of Daniel's game, and that sounds like a great engagement too for us to consider using. And you all have lots of fancy slides and so on as staff members that are produced internally by very knowledgeable people, and I can't help but think that in terms of the outreach and engagement that these great Fellows will be helping you with, that there should be some – even a temporary assignment of the Fellows of the GSE team that you all can share some of these slides so that even when you're not present, it gives a

lower production time for these great Fellows to put together a presentation and deliver to their locals.

ALBERT DANIELS: That is an excellent suggestion. Our slides only look that good because of the budget that has been allocated internally to have teams – including people like Alex and so on – to produce that material, because my presentation for example, Siranush saw me, I put it together like two minutes before we started this session because we have all of that material available. And we go through a very long process of making sure everything is fine legally. So absolutely, I'm sure we can find ways to make some of that available to you if you want to do presentations in your particular area. Thank you very much.

So on behalf of the Global Stakeholder Engagement team that was here with you today, I just want to say to Siranush thank you for giving us the opportunity to address you. We are here obviously for the rest of the ICANN meeting, and you already know all of our e-mail addresses. If not, you can meet us in the lobby, you can go through Siranush and communicate with us because we would be happy to engage with you way beyond this ICANN meeting. Because as you have seen and heard, the Fellowship program is where everything starts at ICANN. Thank you very much.

SIRANUSH VARDANYAN:     Thank you. Thank you very much, and actually, you can do a search on the ICANN website and find all those e-mails among ICANN staff. Also, you can do a search and find a lot of information there, all those working groups' links you can find there. There are a lot of resources actually which you can go and find out and read more.

I would like to thank you for coming here. I know you have a very busy schedule here, but thank you for coming, thank you for taking this time, and thank you because this is a unique opportunity for Fellows, especially those who are newcomers, to meet with you in person and to know from your – well, how they can be engaged.

So thank you for coming, and I'm looking forward to seeing you in other rooms. This meeting is now adjourned. Thank you for participating. And I'm just going to send you an e-mail, a brief announcement for tomorrow. I will request you to come a bit early, 8:45, to the ICANN information booth for a 15 minutes policy writing intro we requested for you to be there.

So please come, and so it's just 15 minutes early, it's not 7:00 A.M. And by 9:00, you can go to DNSSEC forum. But today, we have a couple of important sessions, and I'm also expecting that you are in your – in the rooms based on your sector of interest.

So please go and participate. And make sure you introduce yourself during the sessions where you are going. Tell them that you are a newcomer, you want to learn what you want to and ask questions there. So please. Thank you.

**[END OF TRANSCRIPTION]**