

# North America Space

ICANN72

27 October 2021



# Agenda

- Welcome
- Updates from the North American Board Members
- North America Regional Engagement Plan
- Update from the North American Regional At-Large Organization
- A Conversation on the Subsequent Procedures Operational Design Phase
- Open Mic

# Welcome

**Göran Marby**

President & CEO  
ICANN org



# Update from North American Board Members



**Becky Burr**



**Sarah Deutsch**



**Avri Doria**



**Tripti Sinha**

# North America Engagement Plan Update

**Naela Sarras**

Vice President, Stakeholder  
Engagement, North America

ICANN org



# North America Engagement Plan Development

- The [North America Engagement Plan](#) focuses on regional efforts to strengthen engagement and participation at ICANN
- The engagement goals are aligned with the goals and objectives defined in the ICANN FY21-FY25 Strategic Plan
- Volunteers from the community helped to provide advice on priorities and define engagement opportunities to achieve plan targets



# Overall Communication Goals

- Regular cadence of updates through webinars, briefings, readouts, etc.
- Creation of an opt-in mailing list to share news or updates with the community
- Regular contributions to the North America monthly newsletter regarding topics of interest to the community
- Regular updates on the implementation of this plan, including metrics about the key performance indicators defined in the plan





# Strategic Objective: Security

- Strengthen the security of the Domain Name System (DNS) and the DNS Root Server System.
  - Improve the shared responsibility for upholding the security and stability of the DNS by strengthening its coordination in partnership with relevant stakeholders
  - Strengthen DNS root server operations governance in coordination with the DNS root server operators
  - Identify and mitigate security threats to the DNS through greater engagement with relevant hardware, software, and service vendors





# Security: Engagement Areas and Target Outcomes

- **Engagement Areas**

- Partner with the community and the Office of the Chief Technology Officer (OCTO) to contribute to and raise awareness about ICANN's technical stature and work
- Engage the ICANN community on topics about the evolution of the Root Server System (RSS) both on the technical as well as the governance levels
- Work with ICANN's Security and Network Engineering team to engage with the community on hosting a root server instance (why and how), including collateral materials where needed
- Engage with the community on DNS threats by participating in events and partnering with other organizations to combat DNS security threats
- Work with the ICANN Learn team to produce educational materials on relevant topics

- **Target Outcomes**

- Greater participation from ICANN community members in such technical projects
- Better communication regarding the data produced by these tools
- Improve the ICANN community's awareness of the topic and raise awareness about the evolution of RSS governance
- Create clear communication materials on the process for hosting a root server instance and the benefits of it
- ICANN org and the community will engage with hardware, software, and service vendors to share best practices and information about DNS security threats
- Facilitate the ICANN community's ability to access materials needed to learn and engage on topics related to security threats



# Security: Year-to-Date Deliverables

- **6 Events** reaching about **234** people
  - **20 October and 16 March 2021:** GSE North America staff deliver a lecture to University of Colorado students on IPv6 in collaboration with the American Registry of Internet Numbers – **30** people
  - **11 October 2021:** OCTO staff deliver a lecture to the Virtual School on Internet Governance – **60** people
  - **30 August 2021:** GSE and OCTO staff deliver a lecture to Indiana University students – **25** people
  - **21 July 2021:** GSE and OCTO staff provide a briefing to a large ISP on Domain Abuse Activity Reporting and Identifier Health Technology Indicators – **9** people
  - **21 April 2021:** “The Root Zone from A to Z” webinar – **80** people



# Strategic Objective: ICANN's Governance

- Improve the effectiveness of ICANN's multistakeholder model of governance
  - Strengthen ICANN's bottom-up multistakeholder, decision-making process and ensure that work gets done and policies are developed in an effective and timely manner
  - Support and grow active, informed, and effective stakeholder participation

- **Engagement Areas**

- Conduct outreach with stakeholders on issues that they are potentially interested in and encourage participation in Working Groups and Policy Development Processes (PDPs)
- Develop more issue-based content
- Survey potential stakeholders to learn the issues that they are interested in pursuing
- Strengthen partnerships and expand outreach efforts

- **Target Outcomes**

- Produce written and online content
- Work with functions such as OCTO, Government Engagement (GE), and Communications to support PDP and working group goals
- Prepare a report with survey results and recommendations to advance policy formation
- Engage with technical or professional associations, chambers of commerce, universities, or other regional entities with an interest in ICANN
- Identify and partner with other organizations



# Governance: Year-to-Date Deliverables

- Developed and launched the next iteration of the **North America Engagement Plan**
- Developed partnerships with **Indiana University** and **University of Colorado**
- Launched the **North America Webinar Series**
- Completed **11** events hosted by ICANN org with an audience size of about **250**
- Completed **11** events not hosted by ICANN org, but with which North America GSE staff coordinated participation and support for the event



# Strategic Objective: Unique Identifier Systems

- Evolve the unique identifier systems in coordination and collaboration with relevant parties to continue to serve the needs of the global Internet user base
  - Foster competition, consumer choice, and innovation in the Internet space by increasing awareness and encouraging readiness for Universal Acceptance (UA), Internationalized Domain Names (IDNs) implementation, and Internet Protocol version 6 (IPv6) adoption
  - Improve the assessment of and responsiveness to new technologies which impact the security, stability, and resiliency of the Internet's unique identifier systems by greater engagement with relevant parties
  - Support the continued evolution of the Internet's unique identifier systems with a new round of generic top-level domains (gTLDs) that is responsibly funded, managed, risk-evaluated, and consistent with ICANN processes



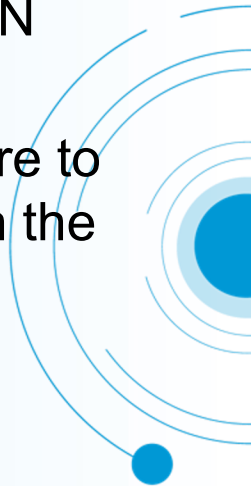
# Unique Identifier Systems: Engagement Areas and Target Outcomes

- **Engagement Areas**
  - Partner with organizations such as the Regional Internet Registries (RIRs) to promote implementation of IPv6
  - Support community participation in PDPs working on IDNs at the Country Code Names Supporting Organization (ccNSO) and the Generic Name Supporting Organization (gNSO)
  - Partner with the OCTO team and other organizations in the region to continue to bring awareness of new technologies and their potential impact on the operations of the Internet
  - Conduct events to promote the awareness of a new round of gTLDs
  - Promote the awareness of UA in preparation for the next gTLD round, such as events with software development communities
- **Target Outcomes**
  - Develop ICANN org and community partnerships to promote UA and discuss issues facing or causing the lack of acceptance of new top-level domains (TLDs)
  - Promote greater awareness of new ideas or technologies being proposed that impact the security, stability, and resiliency of the Internet
  - The ICANN community is aware of the status and timeline for new rounds of gTLDs
  - The ICANN community is actively engaged in issues and the remediation of UA



# Unique Identifier Systems: Year-to-Date Deliverables

- **3** events focused on unique identifier systems hosted by ICANN org with an approximate audience size of **140**
  - **20 October and 16 March 2021:** GSE staff deliver a lecture to University of Colorado students on IPv6 (collaboration with the American Registry of Internet Numbers) – **30** people each
  - **21 April 2021:** “The Root Zone from A to Z” webinar – **80** people







# Strategic Objective: Geopolitical Issues

- Address geopolitical issues impacting ICANN's mission to ensure a single and globally interoperable Internet
  - Identify and address global challenges and opportunities within its remit by further developing early warning systems, such as ICANN org's Legislative and Regulatory Development Reports
  - Continue to build alliances in the Internet ecosystem and beyond to raise awareness of and engage with global stakeholders about ICANN's mission and policymaking



# Geopolitical Issues: Engagement Areas and Target Outcomes

- **Engagement Areas**
  - Educate and raise the awareness of legislation and other discussions that could affect ICANN's mission
  - Create a network of partnerships with entities that can help ICANN address legislative or regulatory problems
  - Build coalitions of organizations that advocate on behalf of policies that have a positive effect on ICANN
- **Target Outcomes**
  - Collaborate with GE and the branches of the United States Government and the government of Canada to develop events or workshops
  - Regularly brief partners on legal or regulatory issues affecting partner networks
  - Compile communications materials that coalitions can use in their advocacy campaigns



# Geopolitical Issues: Year-to-Date Deliverables

- **4** events focused on geopolitical issues hosted by ICANN org with about **200** people
  - **11 October 2021:** ICANN President & CEO is interviewed by Columbia University faculty – **35** people
  - **30 August 2021:** GSE and OCTO staff deliver a lecture to Indiana University students – **25** people
  - **11 July 2021:** GE staff conduct a webinar on, “The UN, the EU, and your Business: What Comes Next?” – **90** people
  - **11 February 2021:** GE staff conduct a virtual update on UN/EU Issues – **50** people
- **2** Recap emails for North America government stakeholders produced

# Reporting on Progress and Refreshing Plan

- The NA GSE team will periodically report progress to the community on performance against the plan
- The plan is revisited each year to ensure it continues to be aligned with ICANN's overall strategic goals

# NARALO Update

## Eduardo Diaz

Chair  
North American Regional At-  
Large Organization (NARALO)



# NARALO

North American Regional At-Large Organization



# NARALO & At-Large Worldwide

# NARALO In Numbers



23

At-Large Structures (ALSes)

31

Individuals



# NARALO Strategy

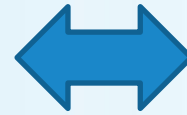
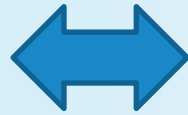


**ON AIR**

**LIVE**

# NORTH AMERICA GLOBAL STAKEHOLDER ENGAGEMENT

NAGSE



# NORTH AMERICA REGIONAL AT-LARGE ORGANIZATION

NARALO

SAVE  
the  
DATE  
2022

## Universal Acceptance Training Series

North America

- 20 Jan: Introduction to Universal Acceptance (UA)
- 27 Jan: Email Address Internationalization (EAI)
- 3 Feb: Universal Acceptance for Java Developers
- 10 Feb: Outreach and Engagement: Life of a UA Ambassador



# A Conversation on SubPro ODP

## A Conversation on the Subsequent Procedures Operational Design Phase (SubPro ODP)

### **Karen Lentz**

Vice President  
Policy Research and Stakeholder  
Programs  
ICANN org



### **Sally Newell Cohen**

Senior Vice President  
Global Communications  
ICANN org



## Open Mic



# Our Team and How to Reach Us



**Naela Sarras**

Vice President  
Stakeholder  
Engagement for  
North America



**Joe Catapano**

Stakeholder  
Engagement  
Senior Manager



**Alex Dans**

Communications  
Director for  
The Americas

Sign up to our regional mailing list  
([na-engagement@icann.org](mailto:na-engagement@icann.org)) at:  
<https://go.icann.org/3z2BYKA>

# Engage with ICANN



## Thank You and Questions

Visit us at [icann.org](https://icann.org)

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