

ICANN76 | CF – At-Large Outreach and Engagement
Sunday, March 12, 2023 – 16:30 to 17:30 CUN

YESIM SAGLAM:

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With that, I will hand the floor over to Daniel Nanghaka, chair of the ALAC Subcommittee on Outreach and Engagement. Thank you.

SATISH BABU:

Thanks very much, Daniel. And we're sad that you're not here with us. This particular five-minute slot is about a general explanation of the behind the scenes activities of the UA Day. But before we start I'd like to welcome my colleagues from UASG, Abdalmonem, Nabil, Sarmad and Seda are here and I'd like to welcome them to At-Large. Let's move to the slides. Next slide please. So, this is UA Day, the hashtag is Internet for all, 28th of March. Next.

So these are some of the objectives of the UA Day. The basic idea is to rally together organizations at every level from the local level to the global level and project Universal Acceptance as a universal requirement for a truly multilingual Internet, which is digitally inclusive. And we have these points here, the basic problem is that UA is a challenge because there are many technological gaps.

So the UA Day is to kind of bring them all together, highlight these gaps and highlight the need to kind of resolve these, especially at the technical level, at the global big tech people who are providing these solutions to the standards organizations, to the UN organization, and

then to national and local communities. Also involved are the local language/script communities. Next.

So we had announced the UA Day sometime back. In fact, we had a session in Kuala Lumpur also. So the idea is that we have local/national, regional, which means multiple countries, and the global event. Now, there are multiple stakeholders here, we have the UA ambassadors, the UA local initiatives, the ICANN community, et cetera. And the idea was to bring in everybody from all these different communities to celebrate the UA Day.

Now, At-Large had a special role in this and Heidi was just giving me the good news that a number of our ALSes were actually kind of shortlisted by this whole process. And the list is available on link to the agenda, you can take a look. Heidi, how many are there?

HEIDI ULLRICH:

So there were a total of 53 that were approved for funding, and 22 out of those are At-Large structures.

SATISH BABU:

That's great news, 22 out of 53 are from At-Large structures. Next.

So the call for proposals was published in December, the 21st of December. There was an online form, the form was open till 31st of January. Next.

So this is a regional breakdown of the proposals. The maximum was from Asia Pacific, then Africa, Latin America, and then Europe and North America. About 50 shortlisted project proposals were first

announced. Discovered about 40 local/national and one regional proposal from each region. In addition to all this, there's also a face-to-face event being planned in India on the 28th of March. This is to be hosted by the National Internet Exchange of India, NIXI, who is the manager of the IDN and ASCII ccTLDs for India. Next.

That's it from the formal presentation. Now we may have time, maybe two minutes for any questions that anybody might have on this. We are aware that the one country, one proposal system has actually created a little bit of a problem in some countries where there are multiple proposals from. Like India, for example, there were four or five projects, but only one was approved. That is a little bit of an issue, but otherwise for the rest of the world where there's only one proposal per country, this has worked out well. And the basic reason was that the number of proposals received were far higher than what we had planned for. We said, okay, maybe we'll get about 30. But we ended up getting 50 plus. So that was the real root cause.

Any questions? Otherwise, I'll hand it back to Daniel. Okay, not seeing any questions. So Daniel it's back to you.

Thanks, Daniel. So, thanks for the question, Chokri, I have two responses. First is that if you're not taking any money from ICANN, then there is no procedure at all. It is zero procedure. We can always get your event listed in the big list and it's pretty simple. But I do agree that we've had a kind of, I wouldn't call it heavyweight, but not [inaudible] kind of a process for applying to funds. The reason is basically that ICANN has very strict financial rules and they have to kind of—This the first time I think ICANN is kind of opening up and giving so much to so many

proposals around the world, because otherwise ICANN is fairly conservative.

And since it's the first time we're doing it, we have also said that we must follow all the rules. Perhaps there is some way when we do it the next time to kind of think of a lightweight process which does not involve so much paperwork, I mean, not paperwork, but people had to spend a lot of time in filling out those forms. So I fully take your feedback and hopefully we can fit it in—Sarmad is here, so for the next round we can make it simpler, hopefully. Thank you. Back to you, Daniel.

Daniel, sorry for interruption. Sarmad would like to make a comment.

SARMAD HUSSAIN:

Thank you. So, yes, I think it depends on the contract, actually what was just suggested that there is some, I guess, paperwork which is still needed. If an organization is not asking for funding, in case they want to use the ICANN logo and I guess, UASG logo as well. So there are some formalities which are required for using these logos. So I just wanted to add that and we need to do some paperwork for that purpose. Thank you.

NATALIA FILINA:

Thank you very much, Daniel. So it is real great that we dedicated this outreach and engagement At-Large ICANN 76 session to local universal acceptance activities. And I congratulate, again, our RALOs with such huge number of approved activities. Well done, again. And now I would like to give the floor to outreach and engagement RALOs liaisons for

short reports about universal acceptance activities in RALOs on local level. So I would like to give the floor to you Bram, liaison from AFRALO.

BRAM FUDZULANI:

Thank you, Natalia. So next slide, please. And I think we can jump table of contents. But I think AFRALO update is pretty much just covering pretty much most of the outreach and engagement that we've been doing in the region. And so they're the specific activities on the universal acceptance, and then obviously also looking at webinar series that we've been having. And, obviously, the last one being the regional activities that we have earmarked in the financial year 2023. Next slide, please.

Yeah, so for us in the AFRALO, our first training on the universal acceptance was actually May 2022. Those that participated were also oriented on some of the courses within ICANN Learn. And then we had a secondary webinar series on the training in November. We are yet to follow up on the certificate of attendance, leadership thought that this was also one way of motivating and encouraging more participation in the universal acceptance training courses. Next slide, please.

However, I think if you look at the time series, so from 2021 we've had about four webinar series with different topics that were chosen by the community themselves. In 2022 we had two universal acceptance workshops. And 2023 we are looking for more regional activities. I think with the returning of the CROP funding, we believe that is also going to help boost the promotion of the universal acceptance. Next slide please.

I will have to update this slide. I heard the total number is 53, but out of the 53 that have been selected, 11 are from AFRALO. And of course, suffice to say that 20 of the organization selected for the universal acceptance from the Africa, I stand to be corrected on that. This year we're also planning to have the Africa engagement forum, but also the AFRALO general assembly. And leading to those two events, we will have a number of outreach and engagement programs, webinar series, and capacity building. So this summarizes – The next slide is actually just to thank you for being attentive. Thank you.

NATALIA FILINA:

Thank you very much for your report and for sharing your successful story. And again, congratulations. So I'm inviting to the microphone, Amrita with news from APRALO.

AMRITA CHOUDHURY:

Thank you, Natalia. I am giving a very brief update on behalf of our vice chair, Aris Ignacio, who actually leads it. Since the time is not suitable for him, he is not here. Since we are talking about activities related to UA Day, so the APRALO team along with the GAC had a discussion about the universal acceptance because that's huge in our area. Obviously, there have been some ALSes who is going to be supported by ICANN for funding. For example, ISOC Bangladesh, Pakistan, and a few more.

We also identified some places where we have our ALSes, but someone else has got a project. For example, in the Pacific Islands and another two places where we have identified two people from our community,

[inaudible] and Sushanta Sinha who is one of the UA ambassadors who would be coordinating from our end for these programs and activities.

Apart from it, universal acceptance is being discussed in various ways in the region. For example, during inSIG last year, 2022, we did have a workshop on universal acceptance and we plan to have more discussions on it.

Possibly as a next step, we would be looking at the impacts of universal acceptance and what more needs to be done. Yeah, that's about it from my end. Thank you.

NATALIA FILINA:

Thank you very much, Amrita. I'm an outreach and engagement liaison from EURALO and I would like to say that ICANN European region for sure presented by various organizations and institutions which support and develop these universal acceptance activities. But unfortunately, these organizations are not part of EURALO now. It is the reason that I am not having a good news related to this topic for you, and I have any presentation.

But I would like to use this opportunity to invite all of you to ICANN76 readout by EURALO, which will take part during this Universal Acceptance Day of celebrating. So we would like to invite Maria Kolesnikova who is an individual member of EURALO and same time she is a chair of universal acceptance steering group local initiatives. And as she is working for coordination center for top level domain .ru and .rf in Russia. And we're waiting for Maria Kolesnikova, a special

message. And we'll show it is a [inaudible] message which will be a part of this Universal Acceptance Day.

And now, of course, I would like to use this opportunity for a call so we look forward to receive feedback from our community members about established or planned universal acceptance activities even after this day. Thank you very much. And I would like to give the microphone to Lilian Ivette, who will present LACRALO universal acceptance activities.

LILIAN IVETTE:

I'm going to speak in Spanish so that everybody can understand me better. Thank you. Had I been told in advance, I would have put something better together, but I learned recently that I was to deliver this presentation and LACRALO has been preparing for several months to celebrate together with all ALSes the Universal Acceptance Day. I am pleased to inform that we have delivered our first event. That was on March 10th in Aguascalientes, Mexico. We had the support of the Universal Acceptance Steering Group, ICANN, and the government of Aguascalientes supported us. We were able to do that with them, the Ministry of Education, the commission of science and technology for trade. And Aguascalientes also, Luis Sergio Valle, our ambassador, was there. Our region has a UA ambassador and [Sylvia Herlein] who's the chair of the multi-language and UA for our RALO. So, that was what we did on March 10th.

We also have another activity in the pipeline. Daniel Fink has been supporting us from the ICANN regional office. As you can see, that's the picture from the Aguascalientes event. Daniel Fink has been supporting us together with [LACNOG.] We are going to be delivering an event on

March 30 and 31st. And we're going to have several remote hubs in Venezuela, Argentina. That will be an in-person event in Bolivia. We have a remote hub in Mexico, among others.

The next event that we have scheduled has been scheduled for the week of the Internet Day in May, that would be in El Salvador in Central America. For that we have five universities that have joined that event and that will be held all the week together with the ISOC chapter of El Salvador and Bolivia. Through the ALS [inaudible] we'll be conducting an event in May to celebrate universal acceptance in Bolivia.

Lastly, there are other events in the pipeline, but those will be put together by the ALSes. They have not requested the support from universal acceptance, only one of them is waiting for a response. There's one in Colombia that will deliver universal acceptance, the message in different cities in Colombia, both big and small cities. There is another one for the second half of this year, it will be delivered in Brazil. That one is being supported by the regional office of ICANN. And another one in Argentina.

As you can see, our region is filled with UA Day events. Thank you.

NATALIA FILINA:

Thank you very much, Lilian. So it looks like very busy agenda so a lot of ALS and organization will be involved. I would like to invite to the microphone Eduardo Diaz, who is our outreach engagement liaison from NARALO.

EDUARDO DIAZ:

Thank you. Thank you so much, Natalia. I will be speaking not only on the UA but some of the other outreach and engagement things that we have been doing or we're planning to do. But on the Universal Acceptance Day, ISOC New York is planning the Universal Acceptance Day event, that is going to be March 31st of this year. And ISOC Quebec from Canada, which [inaudible] here, is planning to have a Universal Acceptance Day, but it will be sometime later than March. It will be sometime in April. I don't think the dates still there. So, those are the two events that are going to be occurring at the end of this month and in April.

So the other things that we have planned is ICANN is coming back to the North American region in Puerto Rico. So there's already plans for doing the NARALO social event there just to welcome everyone to the North American region again. And we just wanted to say also that the strategic outreach and engagement plan is ready, accepted and planned and is going to be published sometime this week.

And also just to let you know that in the upcoming ICANN meeting in Washington DC, the ALS ISOC Puerto Rico in conjunction with, you know, it's creating this North American school of Internet governance. The theme there is going to be inclusion and accessibility. It's going to happen in the American University of Washington, DC, June 10 and 11. Everybody is invited, I'm putting here in the chat the web page so you can register. And there will be a few fellowships for hotels only, okay? So you don't lose anything by putting in there.

So I wanted to add here something that I wanted to share with all of you. When we do these event, an event, we usually put a page out there

for people to register, especially if you're doing a virtual meeting, right? Or even other meeting, you put a page there and register. So one of the things that have worked very well, is that every time we have an event for our ALS, in the registration form we say do you want to become a member of our ALS? The result of doing that, which doesn't take anything, is that we have been averaging 30 to 40 members per each event that we do. So we're increasing our membership by that much in every event.

Now, what we're doing now, the next step is if you're interested in the DNS, you want to become a member, are you interested in becoming an individual member of NARALO? And we just started doing this on the North American school of Internet governance and believe it or not, we have about 40, 45 registrations already. From those about 10 people said yes. So I encourage all the other RALOs to do this. It doesn't take that much. But then you have to follow up with whoever said that they want so you can get to them one to one and explain to the person or individual what's the next step. And if it's as successful as we have done with the ALS, I'm pretty sure that we'll be successful in doing this to bring in more people to the NARALO region on the individual basis or organizational basis, who knows. Thank you so much.

NATALIA FILINA:

Thank you very much, Eduardo. And now I would like to invite to the microphone, Louis. I know that you have a presentation about your activities, universal acceptance activities, please tell us about it.

LOUIS HOULE:

Thank you very much. So do we have the slides? Thank you very much. So in Montreal it's going to be a Universal Acceptance Day somewhere around mid -April. It's only technical arrangements that have been causing that slight delay. Slide number two, please.

So our global objectives with ISOC Quebec and dot Quebec are finally very basic. The introduction to universal acceptance, and I'd say I would use the word awareness of universal acceptance, first of all. Presentation of the geography of domain names in Canada and Quebec, and the status of universal acceptance, I mean IDN and EAI ready and everything. An overview of universal acceptance, IDN and EAI, the number of guys that we have on board right now, which is not so many people, and universal acceptance one of the programs that we have. And we're working with ISOC Canada and other parties is universal acceptance for aboriginal languages in Quebec, more specifically Cree and Inuit scripts that are already in the Unicode organization. We are discussing with CIRA and with many other players to see how we can move forward with activities. Next slide please.

So, the short program in Montreal, a half day, will try to describe universal acceptance as simply as possible. Who runs the organization and what's the global contribution of UA by ICANN? Next slide, please.

So there's going to be a technical part to demonstrate how it works. The role of the parties, registry, registrar or registrant in that kind of program, and the integration into the business model of the registrar and the registry, which will be a difficult part for us, I guess. Next slide, please.

So when are we going to be able to use websites universally accepted? When for email addresses? And at what cost for the registrant? Right now we're figuring out that if we have a dot Quebec without an accent, we would add a dot Quebec with an accent with no extra cost. Next slide, please.

That slide is just to show all the administration that has to go with that. It's not something that we've been going too deeply. So we know that there's probably some issues, we're not aware of that and we're very confident that we will be able to address all of that in the near future. But for now we will be humble, we're not that aware of what the legal obligations, for instance, should be. So maybe we can get some help from ICANN on this and the people around the table here. So next slide, please.

So we also want to inform of universal acceptance the government actors, and the community globally. All the players that are not even aware of ICANN, so imagine how far they are from universal acceptance. Everybody knows that the Internet works all by itself. Nobody's running that. Thank you.

NATALIA FILINA:

Thank you very much, Louis. I would like to give the floor to you, Aziz.

AZIZ HILALI:

Thank you. I will speak in French.

I would like to add to what Daniel and Bram said. At AFRALO we have about 11 ALSes who answered the call. And on top of Morocco that I

represent where we will have an event on March 20th. Actually, Ramadan is starting next week, so we had to advance the event a little bit. But we will have registrants that we invite, we will have government representatives and civil society representatives. So during that day we will have conferences in the morning and in the afternoon. In the afternoon mostly workshops. And Nabil is here and he will help us as a member of SSAC. We also have ISOC Uganda, we have Benin, Chad, Kenya, Liberia, ISOC Liberia, ISOC Libya, Malawi, Malawi association with Bram, ISOC Tunisia, ISOC Rwanda, and then an ALS from Nigeria.

I would like to stress the fact that the webinars that we organized with AFRALO, Bram mentioned them earlier, there were two or three webinars that were very useful for North Africa, of which I am a member. There is a certain awareness raising that we are working on in order to better use the Arabic script right now. Everybody says that the next billion of Internet users are people who don't necessarily use or master of the Latin alphabet, so it's very important to organize this type of event throughout the world where people don't master the Latin alphabet. So that's what I wanted to add. Thank you very much, Natalia.

NATALIA FILINA:

Thank you very much, Aziz, for this addition. And I would like to join Maureen's message in chat, so it was excellent reports. And I would like, again, to thank all our At-Large structures and outreach engagement liaisons for caring about UA activities on local level, even without attracting any findings from ICANN.

So it's very important to share this information to involve much more participant into this work and to involve much more people in this

topic. I would like to thank all of you and give the floor to Jonathan Zuck, ALAC chair, for the next part of our meeting.

JONATHAN ZUCK:

Thanks, Natalia. As I mentioned yesterday, I'm interested in experiments in coordination where we try to all work in the same direction from time to time, because I think that that's a powerful demonstration to the broader ICANN community. And so Universal Acceptance Day feels like an opportunity to do something along those lines. Something simple, like trying to maximize the number of social media posts or tweets on that day or around that day. So kind of a campaign of a sort to see what we can accomplish.

And so one idea I had was to try and do something like a phone tree, which is something before the Internet—if your school, if there was snow on the ground and you had to find out whether or not you had school that day, there would be a list of people that would be called by the school to say the school had been canceled. And then each of those people would have their own list of people to call to say that school had been canceled. And then each of those people would have a list. And the net result is that the entire population, all the parents at the school would learn that school had been canceled.

And so some variation on this, and this isn't a fully formed thought, would be to come up with a particular hashtag or something like that. But make a dedicated attempt to get each person to find three people that they know that are willing to tweet something about universal acceptance with that hashtag, and to ask three people they know to do the same.

And so that was an experiment that I was interested in trying to bring about around universal acceptance, whether it's right on the day or around it. And so that's why I'm on the agenda here, was to have a little discussion about that possibility. I don't know what the best way would be to coordinate it but I think that if we could demonstrate the capacity to mobilize our network, the entire At-Large community around something like universal acceptance, because that's kind of a non-controversial thing. Some of the issues we're involved in, not everybody's interested in, etc. But universal acceptance is something that does truly benefit everyone. It would be something that I would like to try.

I don't know the best way to try it, as far as how to initiate it internally. But that's what I wanted to try. And that was the idea behind a phone tree, which is a pre-Internet concept that had mostly to do with snow days.

SATISH BABU:

I think Jonathan has brought up an excellent opportunity for us to amplify the message of universal acceptance over our ALSes and the At-Large community. So normally, what should happen is that the Social Media Working Group should take on this responsibility of identifying some of the hashtags, and then kind of circulating instructions to all of our ALSes which are organizing universal acceptance to use these hashtags. And general instructions for everybody to retweet whatever activities they think is useful for them.

I think we can actually create a tweet storm around the Universal Acceptance Day. So it's a very good opportunity and I would like to

request Daniel and the social media working group to take this on.
Thank you.

Daniel, sorry to interrupt. Alfredo wants to make a point.

JONATHAN ZUCK:

Thanks, Daniel. And I closed the lid of my laptop to talk, which turned off Zoom. So I missed part of that, I apologize. The key behind the phone tree concept is not to attempt to do a one to many type of communication. And that's the part that's hardest to wrap our minds around. In other words, it's more about relationships than it is about hoping that people are going to see a tweet or even sending an email blast out to many, many people.

It's about really contacting three people, five people, whatever that number is and asking them to do it. It's an overt act and really, for each person, the act is to post one tweet and send three personal emails. It's not going to work if it's done en masse because people get so many emails that are to groups that they don't know it. So it's almost like a favor, I think, in order to be effective, for it to work.

It's just an experiment. But that's how it's worked in the past because one to many, unless we just had this incredible list of followers, which we don't have yet, but one to a few and then each of them to a few can be incredibly effective if we committed to doing it.

ALFREDO CALDERON:

Thank you. Thank you, Daniel. And actually, Jonathan read my mind. Actually, that's what I wanted to say. I do need, because I tweet a lot

and I sort of manage the—There's a team NARALO Facebook page that Eduardo, when he was chair, we created and I manage it with him. We have a Twitter account for NARALO as well. And we want to use that, besides we need to reach our ALSes. All of us here have a lot of friends, neighbors that we could reach out to. But the point is that it's not a blast mail to send out to everybody or a mass tweet. We have to identify those people that we think and—Well, not think, we know that are willing to share it or move it forward.

Now, in my particular case, I would like to know exactly what are the events that are going to happen in each region. Because as most of you know, I can tweet in Spanish, English,, and I can tweet in French as well. So there's a lot of things that each and every one of us can do that doesn't take too much effort. But we need to know, in my case, which are the events that are going to take place, when, so that I can share that information with the people that I know will move it forward. So I just wanted to make those points. Thank you.

UNIDENTIFIED MALE:

In French, please. Thank you. That's an excellent suggestion by Jonathan. I saw it more on Facebook than Twitter, somebody sent a message saying these are my 10 favorite books and I asked this person to do the same and so on and so forth. But when the chain breaks, when you have three or four people, that's the impression I have. The idea here is to choose which message we want to broadcast and the first person that sends it sends it to three or four or five people. For example, five RALO heads and then they send it on to people in the ALS and that's how it keeps going.

I think it's a great idea for communicating, regardless of which tool we use, Twitter, Facebook, WhatsApp, but it seems very useful to me. Thank you.

HADIA ELMINIAWI:

Thank you. I'll try to be brief. I think there's echo. So the At-Large capacity building working group prepared during ICANN76 prep week, organized in cooperation with the LACRALO social media team a social media webinar. The webinar was composed of two parts and was led by Lilian Ivette Deluque, Eduardo Diaz, and Shreeddeep. Currently also, we are embarking on a series of webinars under the title The Art of.

So we started with The Art of Small talk, during ICANN75. We had The Art of Leadership, it was an interactive workshop where we used a Jamboard in order to allow participation from online audience participants as well as in-room participants. After the workshop, two members of the group, Sarah Kiden and Cheryl Langdon-Orr, prepared a report based on the outcomes of the workshop. The outcome of the workshop was taken from the Jamboard. The report produced was associated with a graph.

So going forward , we try as much as possible to make use of the data that we get from the workshops. Going forward, we will have The Art of Gathering sometime between ICANN76 and ICANN77. And during ICANN77 we intend to have The Art of Consensus Building and Decision Making.

Finally, the group has been reviewing ICANN learn courses as well as At-Large capacity building previous webinars for the purpose of maybe

grouping those workshops, webinars, and capacity building and skill developing workshops in order to identify maybe pathways or purposes for these workshops. The idea is to make use of all what we have, whether it's on ICANN learn or developed through At-Large and to consolidate this into useful material.

So our next meeting is on the 31st of March. I invite you all to participate and take part in our activities. I thank you and hand it back over to you, Daniel.

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