
ICANN76 | CF – LAC Space
Monday, March 13, 2023 – 13:15 to 14:30 CUN

LAURA MARGOLIS: Good afternoon. Good morning and good evening you all. It is a real pleasure to see you all again finally in Cancun after about three years. So I would like to welcome you all once again, the recording is in progress and this time, we change the LAC space format a little bit. We will conduct an activity together, and Rodrigo will explain about this very soon. I'm sure you will like it. We will try to yield the good results to apply in the region. So welcome you all. Now, Rodrigo then has the floor. Please go ahead.

RODRIGO DE LA PARRA: Rodrigo speaking. Thank you, Laura. I just wanted to use this opportunity to welcome you all here in Cancun, in Mexico, in our dear region. Hopefully, all of the LAC space meeting were so crowded with people, and, of course, we have the LACRALO General Assembly, so it's really nice to meet people that we haven't seen in a very long time.

That's why we have thought of doing something a bit different this time because there are people who have been involved in ICANN for a long time now and also new people so that we can have the best of our worlds experience and new people to be able to progress in our future work in terms of outreach in the region. So I'm going to give the floor now to Rodrigo Saucedo, and hope you have a good time, and if you need anything, I am right here at your disposal. This is the Saints of the Rodrigo. It's March the 13th. If you want to celebrate it.

Note: The following is the output resulting from transcribing an audio file into a word/text document. Although the transcription is largely accurate, in some cases may be incomplete or inaccurate due to inaudible passages and grammatical corrections. It is posted as an aid to the original audio file, but should not be treated as an authoritative record.

RODRIGO SAUCEDO:

This is Rodrigo Saucedo speaking. I'm really happy to have you all here again after almost three years of not seeing these faces. I see people who are familiar, also some people who are new, and as Rodrigo said, we wanted to do something completely different this time, not just the typical LAC space, which is just presentations. Of course, they are important, but we knew we would have a large number of attendees from the region. So our idea is to have a very dynamic session. So we're going to break down in five groups. Most of you have already received a color.

Each flip chart has a color, and so you need to sit right there. And so, for about 30 minutes, you're going to have a discussion based on a question. And the question is, what are the engagement and outreach activities you think we should continue or start doing to improve participation of the region, of the LAC region in ICANN? Do you think there's anything missing to approach ICANN to the region so that we can respond to the needs and priorities that LAC has? We're going to share the format and the questions with the members of each table, but for the first 30 minutes, then, you'll need to discuss.

You can make notes on the flip chart, and then each group will name a representative, and we will sit down here so that there can be interpretation, and we are going to listen to the ideas and suggestions coming from each group. And then we will wrap up. Each member of the LAC team will help the different groups with the discussion, with any questions we may have, and the most important, of course, is to make the discussion and the ideas come out of the members of the community.

Is there any question? Otherwise we can start. Okay. All right, so let's go on. Color blue is here, blue here, together with Albert Daniels, we're going to have all the English speaking people. Let's join Albert Daniels. Portuguese is right there. Green at the end. And next to the interpreting booth, we will have the yellow color. And for those of you who are connected remotely, our colleague Josie is also monitoring this, and they will also be able to be part of this exercise and will be able to write down everything in Zoom. So please go ahead.

UNKNOWN SPEAKER:

Hello. Well, thank you very much. We're going to start with the second part of our exercise. The first group is going to be the yellow group. The [00:20:12 - inaudible] is going to be Olga Cavalli, please.

OLGA CAVALLI:

Okay, students, please silence. Sometimes the teacher in me comes out. So let's see, on the left wing, Sergio. Thank you. Okay. Thanks to all the yellow team. Oh, I see hands. Okay, wonderful. So the yellow team, here's a summary.

We tried with ChatGPT, but ours was better. So, you know that artificial intelligence has its boundaries. First, it was suggested that the information, or a way to reach more people or share the gospel with more people, [00:21:06 - inaudible] with more people, was to make this understandable, to make sure that it's not so technical, not to use so many acronyms, and just to drill it all down and make it more simple for the public at large.

We need more Spanish content. My first meeting at ICANN was in 2006, there was no translation into Spanish. And people would say, well, you speak with English, and I would say, well, that's not enough. So even though we are missing more content in Spanish, we need to have new channels for communication, especially for young people, people that have a very short attention span.

Also, we need to strengthen internal communication among the different stakeholder groups, we need to communicate among ourselves, we need to strengthen the engagement of ICANN at national and regional events, we need to strengthen that, and those we're not engaging, we need to engage more.

Also work with universities to share ICANN information with both professors and students on technical, social, and other topics to create specific groups based on certain interests. We need to work together and not so much in silos. We have improved that over the last few years, and we don't have much interaction among different stakeholders. Also, we need to improve the information that's in the Wikis. Sometimes we post everything on Wiki, and at that moment, I'm lost, I never find anything else.

We have a lot of information that is not up to date on the website, and that's both for the advisory committees and the supporting organizations. Humberto was looking at information on the website, and it was not up to date. We need to have more outreach and information in terms of scholarships. The fellowships, we need to reach out to the fellows and share more information with the different organizations and professional groups.

UNKNOWN SPEAKER: Thanks to the yellow team, and thank you for your attention.

UNKNOWN SPEAKER: I'm going to share this. I speak in Portuguese. In our group, we committed on the limited availability of languages of the region in ICANN, and it's necessary to create inclusive politics in leadership positions.

For example, expanding training programs in Portuguese and English, creating mentorship programs, creating partnerships with strategic players for a higher involvement, and making the management of funds in the auction proceeds to be geared to the demands of the region. And it is necessary to expand the participation of persons in the region who do not belong to the ICANN Staff. And then, expand the physical spaces of regional activities that are working in engagement and outreach such as the offices in Montevideo, that's what we decided in our dialogue.

ALBERT DANIELS: First, I will make the disclaimer that the views expressed are not the views of ICANN or Albert Daniels, these are the views of the group, and they are here. So if I say anything that is not correct they will pull me up. But we had a very interesting discussion, and we were looking at this from first principles because we are trying to find issues with outreach and engagement and the way outreach and engagement has been done by ICANN in the English speaking region, the Caribbean, and to see what we could do to improve this.

So the first thing that we realized is that we should maybe, perhaps have a definition, clear definitions what do we mean when we say outreach? What do we mean when we say engagement? And we came up with two simple definitions. Outreach being what you do to reach the stakeholders, and engagement being what you do after you have reached them and you try to get them involved.

So that was the first basic principle that we actually started our discussions on. And we looked at what ICANN has been trying to do. ICANN has a strategy, and now we have a new 25 year strategy, sorry, five year strategy going into 2025, and the group also remembered that what ICANN LAC has done was create a LAC strategy, a strategy for the region integrating with ICANN's overall strategy.

And then we came to this important conclusion that's on our board here. What has been achieved so far is not working for the Caribbean. There have been initiatives, but there was a clear conclusion in the group that what has been achieved can be improved, because we know that the LAC team has been doing a lot of outreach, the person doing much of that outreach is standing in front of you right now, so they couldn't say anything different.

The outreach, some of it has been done, and we tried to get members from the Caribbean region to come and be involved in the development of the LAC strategy. But one big problem that was identified with that approach is that it was only one or two people who act from the region that came to come up with a LAC strategy. And it was felt in the group that that was not fully representative of the region, just hearing one voice in that particular region, in that particular meeting. So it was felt

by the group that that approach didn't work, so now we need to start talking about what do we do?

The first thing that was identified is that there's several channels of outreach, civil society, and civil society groups, which look at social good, organs of the state, the ministries of government and governmental institutions, the regulators, and so on, technical businesses and technical providers, academics and meta organizations like our regional organizations, the organization of the ISP, the organization of the technical community, governmental regional organizations like CARICOM and the CTU, and so on. So those were identified as some of the channels through which the outreach can be done and which can be the first step for engagement. But a key point that the group came up with was that the organization of this outreach has to be done differently, because what has been done so far has not actually worked.

So finally, to sum it up, basically what was said by the group is that there needs to be more of a knowledge of the local environment, and the way you get that is by going into the region and putting people together to hear from them in a large group what exactly they would like to see in terms of the way the outreach is done, how the outreach can connect with their priorities. And we found that in our region, in the Caribbean region, their priorities of access, the course of access, the means of access, and typically these were not included in the way that the outreach was done, and there was not a connection of these priorities with the way that outreach was done.

So in principle, the main point coming out from the group of English speakers is that improvements can be made by going into the region

and sitting with more diverse groups, with larger groups to get a sense of what their priorities are and how those can be integrated in the LAC strategy. Did I miss anything English speaking group? Did I say anything that you did not say? Did I summarize and put my own points in there? Because I don't want to get in trouble with you or with ICANN. Okay. Thank you very much.

UNKNOWN SPEAKER:

This is huge. Okay, so very good idea, Rodrigo. Wonderful idea to work on this workshop. We have a few points in common with what has been said so far. We realize that we had very little content in Spanish, that we have an issue because it's an organization that's based in an English speaking country, and we're surely going to have to emphasize more on language.

We noticed that we need to have outreach tools, and those should be in lay terms so that all internet users can see in simple words, what ICANN is. Sometimes we talk about ICANN, and they look at us weird, and we have some examples that for some people to come here, they had to even deliver a PowerPoint presentation to explain what ICANN is all about. Also, the technical subject, I think the yellow group, Olga's team, they did mention this, that the technicality, the acronyms, which make it so complicated for us to quickly explain what is it that we're talking about and how we're talking about it.

So, we do have a limitation and a constraint, and that is language. We have English, and then we need to translate into Spanish, and then we need to explain to people what is it that we're talking about. We need to have specific messages, and we need to talk to specific niches. So it's

not the same to talk to businesses, to talk to end users, and to talk to state. These are different users with different perspective on the use of the internet. We also need to generate unified messages.

And there are some proposals that have to do with, and I'm going to talk about civil society. I'm going to talk about this as an internet user and from a civil society perspective, we need to have socialization tools. We talk about DNSSEC, and people do not translate that into daily issues that we come across when we use the internet, DNS security.

So we need to be able to drill it down, tone it down a bit, and speak in simple terms. So for instance, when we talk about Universal Acceptance, Universal Acceptance has x number of funds where they are delivering presentations with a specific group that, and they're using simple terms. And we should do the same with the different topics that we are interested in delivering or sharing with people so that we can talk to our neighbors, to the person next to us, and make sure that they can understand it.

This is not just for ICANN to understand, we need to make sure that these topics are understood in our communities. And that has to do with mentoring and with delivering simple messages to the end user has a more complex issue, and that is the budget. Everything we're talking about without a budget, it's useless. Thank you.

UNKNOWN SPEAKER:

Thank you. Wonderful. The yellow group, the speaker. Who's the speaker for the yellow group. I'm sorry, for the green team?

UNKNOWN SPEAKER:

Thank you. Okay. So the green team was quite active. We had a pretty enriching conversation. One of the things that we discussed was exactly the same that was already shared by other groups. One of the things that we mentioned was that we need to look for a way to incorporate the elderly into this environment. We always think about younger people, technical teams, but when it comes to elderly people, people that are a victim of that digital gap and that re victims of scams need to be taken into account as well. We also need to see how we can reach out to other communities or diversity.

We were talking about how this information is communicated. Sometimes we have just text, and there is no way for a young person to just read such huge amounts of text or even an elderly person if the text is so small, so the font is very small. So we need to have a different methodology for conveying this information. Also, we need to have a training school. We mentioned that when we first come into the ICANN environment, we don't really understand, it takes a while, and I think it has been the synergy for all of us.

If we that are doing it don't understand it, how can we convey it to others, to newcomers? So the idea is to put an ICANN school or training school together that will allow for the ALSs and for other individuals that could have an interest in this, to get to know about the environment, and then join us. Also, we're looking at different topics based on interest and looking at the diagnostic of the internet in the region. We don't have any scientific data to show that what we're doing is in fact correct. So we need to generate more statistical data.

How many women, how many men, how many elderly, how many are young people, or how many indigenous groups or people did I reach out

to? There was someone in the group that mentioned head hunters, said that the ALSs should go out there and deliver the message and said that we need to get to know the different groups and identify those talents and start doing some hunting to get them to join ICANN.

And also deliver new educational programs in lay terms, using language that is not still technical in nature, and making sure that the users can actually understand that their voice as a messenger is relevant, and two, that they can help, and three, why is it important for each and every one of them to join this environment? That's all from our team. Thank you.

RODRIGO DE LA PARRA:

Thank you, Jocelyn. We are at the top of the hour. First, I want to thank all of you for your participation. I guess this is a very fun dynamic. It helps a lot to gather everybody's feedback and information and the ideas obviously, to use all of this while reviewing our regional strategy. That's all for me and I'll give the floor to my colleague.

LAURA MARGOLIS:

Thank you Rodrigo. And I just want to say that I want to thank all of you for joining us in this exercise and we wish you all the best this week. Thank you.

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