
ICANN81 | AGM – At-Large Plenary 2: Cross Community Collaboration to deliver the new gTLD Program Next Round that we all want
Tuesday, November 12, 2024 – 10:30 to 12:00 TRT

YESIM SAGLAM:

Hello and welcome to this At-Large Plenary Cross Community Collaboration to deliver the New gTLDs Next Round that we all want. My name is Yesim Saglam, and I'm the remote participation manager for this session.

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This session includes breakout groups. Recording will be paused and notes will be made available publicly. Please state your name for the record and the language you will speak if speaking a language other than English. And please speak at a reasonable pace. I will now hand the floor over to Jonathan Zuck, ALAC Chair. Thank you.

JONATHAN ZUCK:

Thanks, Yesim, and thanks everyone for joining us. Hoping to have a fun and interactive session. I'm reminded of the old parable of the blind

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men that encounter an elephant and each one of them ends up thinking that an elephant is something entirely different because they only see a part of it. And the new gTLD program is somewhat similar in that everyone has different aspirations for it. For some, it's an opportunity to address the pent-up demand from the last round of new gTLDs, brands and otherwise. For some, it's an opportunity of increased revenue for ICANN community and for the organization. For others, it's an opportunity to find the connectors out to the new naming systems that are evolving and things like crypto and things of that sort.

But for some of us, fundamentally, it's about expanding the community of registries. In other words, beyond the usual suspects, can we bring more communities in, more geographic diversity, and those who really didn't make it into the previous round, can they find their way into this one? And I think we've been very clear that that will be our criteria for the success of this round, none of those other things. If we don't see the family of registries change its characteristic at least a little, then we'll consider this to have been a failed experiment.

So accordingly, we have focused, the ALAC and then there's some here from the GAC, have really been very focused on the aspects of the new gTLD program that are dedicated to that aspect of expanding that family of registries. And in particular, it's the community evaluation and the applicant support program. So there's already been a start to outreach around applicant support, and there's a lot more going into the outreach and engagement around the applicant support program than there ever was in 2012.

And back when we had a plenary on this a few meetings ago and we asked the question, is having a better outreach program that reaches more people the goal, or do we actually want some people to sign on and have a successful string? It was near unanimous that the measure of success is actually a successful applicant. So that has some implications as well. That's why there's been conversations about how to carry people beyond the application process. That's why there's focus on the pro-bono program, etc., that giving them a discount on the application fee isn't enough to get people over that finish line that we hope to see them accomplish.

So I don't know, Yesim if you want to put up the slides. Ah, they gave them to me. We decided to split up these initial slides so that we don't end up being too duplicative in our remarks. So next slide, please. Next slide, please. Next slide.

So if we look at some of the objectives for this session, we're going to get here an update from ICANN.org on the engagement and communications, review the community collaboration that's taking place thus far and the progress there, as many of you are RALOs have already begun some of this collaboration with GSE, and then develop new ideas and opportunities to expand the reach. There's a lot of what we're trying to figure out is how to get beyond what ICANN is able to do itself where they need to focus. We have a broader reach potentially. And then finally look at priorities and execute on these promising ideas. That probably won't happen today, though. So that's probably a long-term objective, Chris, as opposed to one for the meeting. Next slide.

And so with that, I'm going to hand the microphone to Christy to talk a little bit about a refresher on the ASP program and eligibility for that program. Thanks.

KRISTY BUCKLEY:

Many thanks, Jonathan. And hello, everyone. My name is Kristy Buckley, and I'm the Outreach and Digital Inclusion Director at ICANN, and I also serve as the lead for the next round's Applicant Support Program. Thank you so much for the invitation to be here with you today, and thank you all to the ASP IRT members in the room that have been working very closely with ICANN on developing this program.

So just a brief refresher on the Applicant Support Program for those that may be less familiar with it. It makes applying for a gTLD more accessible to entities that are interested to run a gTLD, but that may lack financial or other resources to do so. And for qualified applicants, it provides financial and non-financial assistance, and I'll speak to that a little bit later as well. We have access to volunteer professional services, as Jonathan mentioned, the pro bono services, for example, a capacity development or training program, as well as, of course, the reductions to the gTLD evaluation fees. Next slide, please.

So, of course, the first question we often get is, what are the criteria for qualifying for support? There is a lot more information about the criteria in the ASP handbook, which we can pop into the chat the link to that. But at a high level, these are the categories that you'll see in that handbook. So we have general business due diligence, public responsibility due diligence, financial need, financial viability, and

eligible entity status. And I'll talk a little bit more about those eligible entities in a moment. Next slide.

So to apply and qualify to the Applicant Support Program, applicants must be one of the following entities. So you see a nonprofit, nongovernmental or charitable organization, intergovernmental organization, indigenous or tribal people's organization, or a small business that operates as a social enterprise or that's located in a developing economy. Applicants need to certify to being one of those types of entities on that list and provide the corresponding documentation.

We've had a lot of questions about governments applying to the Applicant Support Program, and we've actually developed a frequently asked question and a response to this on the website. But the answer is, while governments are not identified as an eligible entity type, if they're interested, they could certainly partner with an eligible entity type in its application to ASP. There are restrictions on ASP applicants about their affiliations, but those restrictions only pertain to they cannot be affiliated with another gTLD registry operator or another prospective gTLD applicant that wouldn't qualify for support, for example, under financial need.

So a question that I just received yesterday from a colleague here in the room is, what if they're affiliated with a ccTLD register operator? And I think under the ASP criteria, this would, in fact, be permissible. So we really encourage you to look at the handbook, but I just wanted to address that as a FAQ that we often get. Next slide, please.

So we have added a few more slides here for additional detail in case there are questions or we want to go back to this. But just for the sake of time, we're going to skip now to the timeline slide, please. Next slide. Next slide. Thank you. Perfect.

So previously, some of the ALAC members had asked for more detail on the ASP timeline. So we've provided this here just to show we've got the Applicant Support Program opening next week, in fact, on the 19th of November. And it's open for a 12-month evaluation period, so it will close November 19th of 2025.

And that's about six months prior to the anticipated opening date of the next round, which is April of 2026. Some of the ALAC members have asked for more information about when the capacity development efforts will start and the applicant counselor. So we show here that, indeed, the applicant counselor and ASP training materials will also be available. They've been under development up until this point. And we're also in the process of recruiting pro bono service providers and mentors so that those are going to be publicly available and listed on the website in Q1 of 2025, which is when we anticipate the first supported applicants that, if they apply in November, would be announced.

And then you'll see that orange bar at the bottom. The package of support is really intended to span the applicant registry operator journey, so to speak. And so there's the pro bono services, the applicant counselor, the gTLD evaluation fee reduction. And then when they get

to delegation and they become a registry operator, there are also reduced base registry agreement fees available.

And then you'll see at the bottom on the blue line that the ASP communications and outreach efforts have been ongoing and will continue all the way through the ASP application submission period, because we want to continue to raise awareness and interest about this program over the span of that period so that even someone that finds out about it next June or next July still has an opportunity to apply and to qualify. So with that, I'll just show one more slide and then I'll turn it over to my colleagues on outreach and engagement.

So a quick plug here for a recent blog that we posted last week, which will pop into the chat. A number of community members have asked for more content that we're providing on applicant readiness. So this blog that we've posted here includes an ASP quick start guide, as well as an ASP applicant checklist. The quick start guide is really helping applicants to understand, where do I start? Because we recognize that a 70 page ASP handbook, as beautiful as it is working with the IRT members to create that, may be not the most accessible thing to start exploring the applicant support program.

So this quick start guide provides an overview and helps applicants figure out how to apply and where they begin. The checklist provides a list of all of the documentation and questions that applicants should be prepared to answer when they enter the system. And so that's just a very quick reference guide so that they can prepare that documentation in advance.

And then lastly, the ASP application system user guide is recognizing we have an online ASP application system, and we want to make that as accessible as possible to prospective applicants. So that includes screenshots with instructions on how to enter the program, how to submit an online application, and how to use that system. The ASP application system user guide is already translated into the ICANN languages. And following the GAC suggestion earlier this week, we're also working on translating the ASP quick start guide and the applicant checklist into the ICANN languages, and those will be posted on the website. With that, I'll turn it over to Chris to talk about communications and outreach. Thank you.

CHRIS MONDINI:

Thank you, Kristy. I'm Chris Mondini. I am with the Global Stakeholder Engagement Team, along with Bob Ochieng and also Sally Newell-Cohen. We've been spearheading and coordinating all of the org's efforts and resources on outreach, which is getting the word out, engagement, which is hearing and engaging in dialogue, and all of the communications that supports those activities. And you are all really very key. I think you'll see when I go over this approach that we have staff that are located in many places. We can't reach all of the places of the world without your help. And so you'll see there's a very clear step for consultation with our community. And today, all of you are going to be asked to participate in giving us your ideas and advice.

So I'm delighted to be here. And I just wanted to briefly refresh that we are very focused in these last weeks and months and through the end

of 2024 on the Applicant Support Program, the community guidance. It correctly identifies this as the best tool to diversify and encourage participation from developing or underserved geographies and new categories of entities and companies and organizations.

So we're focusing on the Applicant Support Program. We're focusing on these geographies that many of you represent. We've empowered the regional vice presidents. And I suspect, I'm sure, you all know your regional vice president, and they're here with us in the room today, and they will be part of the breakout sessions with you. And they have already been seeking your advice and showing you target lists of events and organizations we're trying to reach. And all of this is really supported by a steady stream of materials, announcements, and even various campaigns that are supporting the work that the communications colleagues have worked on.

I think I'll skip the next slide. This is a repeat. We can go to the next slide, please. So just a few of the examples of the categories of the work that we're undertaking. If you have already in your region participated in a webinar or a chat on this topic, can I see a show of hands? Have you spoken with your regional vice president about Next Round or ASP? Okay. Okay.

So there have been some community webinars. The RALO chairs and our VPs, regional vice presidents, I know have been in touch on these topics, and today is an opportunity to do it live with all of your help. We have really sought to empower our community members and leverage your contacts and the audiences that you can reach. You understand

this world of the domain name system. You are understanding the value and the use of them. And you know people where you live and where you sit and where you work that may have interest to learn more and could benefit from these programs.

So foremost among the tools is a champions toolkit, which has slide decks, fact sheets, frequently asked questions, and we're working to make recorded versions of these presentations. I've made this offer in many fora. If you can gather a group, 10 people, 20 people, and we can show up with a Zoom room, you have a form in our toolkit to request a speaker and also to give feedback on the outcomes. We would be delighted to be linked with entities, organizations, events in your regions.

And already, in fact, there have been volunteer translations of some of these materials. So I learned from a stakeholder in a country that said, oh, I took the materials, I translated them, and I presented to the Chamber of Commerce, it was. And I was very encouraging of that, and we've heard from others that will do the same thing. So it's really to empower all of our community to help.

And then we just have some examples that we're really reaching every region of the world. We have started with direct calls to ASP-eligible entities, like to say, Hi, we're ICANN. You've never heard of ICANN? Well, let us tell you. Oh, we want to talk about a gTLD. You've never heard of a gTLD? Let us tell you. It's not an easy call to have, but when we partner with organizations like yours and people like you in the region, it really helps advance the conversation.

The next slide is the beginning of an explanation of all the communications that is supporting this work. And I'm going to ask Sally Newell-Cohen to weigh in on what you can expect and what will help you in this work. Thanks.

SALLY NEWELL-COHEN: Thanks very much, Chris. Hello, everyone. I'm Sally Newell-Cohen, and I head up the Global Communications and Language Services team at ICANN.org. Can you not hear? I have that deep voice, right? It's hard to hear me. So my name is Sally Newell-Cohen. I head up the Global Comms and Language Services team at ICANN.org. What I'm going to walk through is a bit of what we're doing to create awareness and create materials that you can use, as well as what we're doing to create awareness among entities and groups that aren't aware of the gTLD program, what gTLDs are, how they can benefit from them.

The role of comms is to create those materials that we can publish and distribute. There's basic buckets of what we do, if you will, and it's focusing on the content for the websites, the Next Round website, and icann.org. We create announcements, blogs, FAQs, fact sheets, and toolkits, and those are all available, and you can use them.

Other things that we do, and I'll talk a little bit more about, is the traditional media approach that we're using, the social media approach that we're taking, and then the other piece of what we do is provide draft and support emails, the resources you may need in regional updates. If we could go to the next slide, please.

We are specifically focused on the awareness campaigns that will be conducted around the Next Round and the ASP. Currently, and this is in close coordination with GSC, so even though we don't come and speak At-Large very often from a comms perspective or work with RALOs, this is closely with GSC so that we're all collaborating and aligned. We are working on two different types of campaigns, and the first is in support of ASP awareness, which is what we're doing now, and then the overall global campaign around the Next Round. I've retained a person, the Global Communications Agency, to support us in this work, and they are working with us to conduct the ASP-specific outreach campaign, and they will also with the Next Round. The Next Round campaign begins toward the end of January 2025, so right now we're specifically focused on the applicant support program. If we can go to the next slide, please.

With the ASP campaign particularly, we're targeting seven specific countries. And the reason for this in being very targeted and specific is because it's not possible for us to do media campaigns in every country, but what we have done is looked at what are the ones that we believe are the most likely and where we can create the most traction quickly. And what we're doing in each of these countries, it's a unique media plan for each.

And we're working closely with the GSC team to identify what are the local barriers? Who are we targeting specifically? What audiences, whether it's governments, whether it's nonprofits? And we're looking at each of those audiences, what are the barriers to understanding, and how can we overcome them? We're creating bespoke tactics for each

of those audiences. Within that, we're creating targeted media lists. So we look at who the audience is and what are the media outlets they use to get their news.

From there, we're issuing press releases. We're also going to be looking at how do we find opportunities for byline articles to get the most information out there. We're creating a timeline for each that began already in each of the countries. We started really in September, and it will continue on through the close of the program.

We have KPIs that we're also sharing through the IRT, and for us, KPIs are what was the reach of the press release, what was the reach of the social media. Most importantly, we're creating a media toolkit that has a press release, byline article, media pitches, FAQs, fact sheets, and use cases. The use cases will be particularly valuable for this group because you're going to be able to use them with different groups that you're speaking to. Those are what's coming in the media kit. So that you know, in each of the specific countries, we're going to issue a press release when the application window opens next week.

Then for paid social, I'll try to go through this quickly. If we can go to the next slide, please. I'm going to go really quickly through this. We have a paid social campaign. If we can go to the next slide, please. You can all participate with this. It is paid campaigns in every country where we're trying to ensure that we get the greatest engagement that we can. And you can see the categories that we are working in. But this is kind of a rollout of what the HOMS is, so that you can take advantage of those materials and hopefully use them as well.

And I think now I am handing to Bob. We're going right to the breakout sessions.

UNKNOWN SPEAKER: Do you want to lead us into that with the questions or do you want me to?

JONATHAN ZUCK: Sure, either way.

UNKNOWN SPEAKER: Yeah, we're ready to go.

CHRIS MONDINI: All right, so now this is the action-packed part of the day where you get to get up and stretch. We have in the various corners of the room a flip chart and a pen. And each breakout is chaired by your RALO chair and relevant regional vice president from the org. We have a list of five questions. You're not obligated to answer every question. As a group, you can decide if you want to focus on one or two, or even you quickly go through them with quick ideas for all of them. Keep high level, high energy whiteboard exercise. All ideas are welcome. Every suggestion will be taken into account.

We will leave these questions up on the screen so you can refer to them from where you're working at your breakout flip chart. And the next slide just shows the names of the people that we've asked to team.

Online, we've asked the Save Vocea of ICANN, who's in our Asia Pacific region, to be the chair of the online breakout session. And he'll be taking notes and inputs from that group. I'm not sure. Justine is very kindly helping to co-chair that online session.

So here in the room in that corner where I'm pointing, if you're here, is your RALO. In this corner, and you're welcome to adjust it near the interpretation booth, is LACRALO. Just directly behind me is NARALO. The next one is APRALO. And then finally, AFRALO, in this corner. Yes, of course. Is there anybody here who is from another community structure? Any GAC member? Wonderful. You're very welcome to join or float. Any community member is very welcome to participate in these discussions, and a few of us will be floating around as well.

I'm going to join Sebastien over in EURALO, and we're going to put the questions up on the screen for you to use during the breakout. So enjoy, we will have 30 minutes of breakout. We'll give you the 2 minute warning to wrap up before. Thank you.

JONATHAN ZUCK:

Welcome back everyone. Thanks for participating. It was interesting. I made the rounds of all the groups and enjoyed all the conversations. It's easy to look backwards instead of forwards sometimes in terms of what happened last time or how could we have made a better ASP program and things like that. That's an interesting challenge to be looking forward with the materials that we have and the tools available to us.

Hopefully you all had good and productive conversations and hopefully you've all identified a rapporteur for your group. If not, do so quickly. What we'd like to do is go around and hear from each group the ideas they came up with. Some of them may be regionally specific and others may be generally applicable. I'm certainly excited to hear what each of the groups came up with. I guess if we start in the back corner of the room with EURALO. Oh, okay. We're starting with AFRALO.

AZIZ HILALI:

Please listen to the interpretation. I'm going to speak in French. Regarding the countries, how the countries can collaborate and contribute. I hope you can hear me well. As he's speaking for Africa, for the Africa region, personally I said we had a bad experience during the first year. We had 17 candidates only during the first round, so we hope to have more demand this time around and we absolutely need to do more awareness and communication.

And we do represent this area in Africa with many countries with 75 ALSs. I think the ALSs can play an important role and do more awareness and communication and skills transfers as well and talk about this ASP program. We have to use our ALSs so that people-- it's nearly a door-to-door exercise. We have to make sure people are aware of what they can do with the new gTLDs. They can be very much interested by that, we believe.

We have to identify the means that's extremely important for all those organizations, not-for-profit organizations with very little financial means. That was a request for all the participants. We have to make

sure there is an opportunity for financial help and for communication. We have to use the media also, social networks, social media. Some talked about door-to-door work, talk with mayor of cities. For instance, they could have their own Marrakesh name, Johannesburg, gTLD. We have to use the radio. ALSs do work with local radios in Africa. We can use radio, we can use television, we can do videos, video clips that are going to be shown on television. We have to use all those means of communication. Thank you very much.

JONATHAN ZUCK:

Who would you like to go next? Okay. Next, APRALO.

SANA NISAR:

Here, I'm from APRALO. I am a Sana Nisar ICANN fellow. And here--

HADIA EL-MINIAWI:

If I may, AFRALO didn't finish actually summing up all the questions. So, yeah. we are still answering the rest of them.

BUKOLA ORONTI:

Okay. My name is Bukola Oronti. So, I'll be talking on the second question that says, how can the global ICANN community leverage on ORG efforts? So, what we talked about here was that, one, we can take advantage of the various toolkits that have been designed by the org, and we use that in our various campaign and outreach. And also, we can organize webinar sessions in our various communities, and then we'll require the support of the org in getting this information across in

a more professional manner with people. Thank you. So, the third question. Okay.

SÈTONDJI HOUNZANDJI: Hello. Thank you. So, for the third question, we identify to do face-to-face campaign carried out by all ALS individual members. We can identify availability contents in local languages, sharing success stories, business conference. We need ambassador campaign capacity development for target entities and to meet with governments.

UNKNOWN SPEAKER: For the question four, what specific community organization events? So, we say that capital cities. We need the capital cities first. The local companies, brands, and we have tribes, like example here, Nubian communities in Egypt. It is a heritage.

And for the second question, how best your RALO and GSE team can coordinate? Firstly, sharing with the global GSE outreach plan to help in the implementation. So, it's very important. Sharing is okay, but implementation first. And funding for the ALS activities is very key, because most of ALSs don't have a lot of funds. So, we need the GSE to help us out and identify the needs of the new gTLD and the business opportunities. Yes, it's finished. Thank you so much.

JONATHAN ZUCK All right. So, about four minutes, five minutes.

SANA NISAR:

Hello. I'm from the APRALO side, and I'm Sana Nisar ICANN81 fellow. So, here we summarize question number one, three, and four. And we are talking about identifying the local businesses through the trade association. And also, we need entities who want to be pro bono concerns. And we require localized sub-regional webinars, like in Pacific, and indigenous communities or intergovernmental organizations in Pacific. And for that, we need a value proposition as well. And we need to localize the case studies, like the case study from India, which cannot be implemented into Nepal or Pakistan like that.

And do we know the communities already interested in? And we have a question here. Is the material prepared by the ICANN is copyright or common? And our ask is, like, it should be transparent. And, like, is the information already provided in advance? And the more engagement required? And how we can share it? Like, we need a sharing space. Like, at the end of everything, we need a feedback, like the events. And we need to target our list. And we need to know the materials we need. Thank you.

CHERYL LANGDON-ORR:

Thank you. And thank you very much. Jumping in the deep end as a fellow and doing that job. She was also not just the repertoire. She was the note taker as well. So congratulations. Job well done. Cheryl Langdon-Orr, because I can't help myself. Well, that's another reason. I am Cheryl Langdon-Orr. So, of course, I can't help myself.

Just wanted to add that there was a focus in the Asia Pacific region's discussion about the need to sub-regionalize some of our activities.

Because what's applicable in the eastern is not in the western. And it's certainly not necessarily applicable in our oceanic areas. So taking a sub-regional approach to some of the outreach and engagement was a fairly important thing. And that's actually why the question on the ability, the legality of turning things into local language was very important. We obviously want to sing from the same songbook. And we want all the words to be the right words. But we want to make sure that all of our champions are safe and comfortable turning something into their local language.

UNKNOWN SPEAKER:

All right. So I should say quickly that this was done with the understanding that this is LACRALO and the knowledge base on this continues to be limited. So all of the ideas you see here would be based on that concept. Right?

So how do we get to more countries? Partnerships with local providers in the first instance. In the case, for example, in Brazil there's a bank called Bradesco who already has a gTLD that they use. That is a good working example for us to be able to sell to the other countries with a use case scenario that we can apply. Other relevant case studies will be helpful as well, as much because in our case you're going to have to sell this. You're going to have to make the strong case for why this is useful and how it could benefit them, how they could make money, how they could be a presence. So any relevant case studies that we have, and especially success case stories in terms of how this works, is critical for us to do.

Local events, of course, should be sponsored as part of our marketing campaign. And also looking in our case at, again, providers, ISPs who can help, and also our regional organizations. We have CARICOM, we have ECLAC, we have those agencies that you'd want to inculcate into the process to make sure that this can succeed. Next question.

How can the global ICANN community leverage ORG efforts? The tools that we get, the surveying tools, the training tools, all of the things that ICANN gives us, we must be able to apply successfully to be able to continue to sell the case. Item, question three. What outreach methods? You've heard some of those before, social media. Engagement with local organizations, private sector, civil society, is to meet with those and once again try to impress the importance and the relevance of being able to use the gTLD. TV, newspapers, we will still use radio because of communication. We will still use newspapers. We will also try to work with SME organizations because this could be a future state for them.

In terms of question four, what community organizations, academic, we recommend universities because of the role that they play. Associations, again, service organizations. For example, where I come from, Rotary plays a significant role in the society in terms of community engagement and community effort. Maybe those are organizations, Lions as well, maybe we can engage those organizations so they can help us understand or help the country understand the benefits of doing this. Governments as well, that's a policy matter on their side. Again, for them to understand how this could benefit.

How can RALOs and GSEs coordinate? Teaching tools, ICANN learn, surveys and consistent surveys so we can evaluate the need for this on a regular basis. That lends to sustainability and see whether this could be a successful campaign. Mr. Chair, am I in good time?

GREG SHATAN:

NARALO next. Hi, I'm Greg Shatan, chair of NARALO. ICANN43 fellow, not a fellow at all. Anyway, we've concentrated primarily on questions three and four, outreach methods and communities, organizations, events to target, which really are two sides of the same coin in many ways. And we looked at the prevalence of social media as an important way in which so much information is disseminated and so many people are living extremely online these days. And ideally, we could find a limited number of influencers who could reach their communities or their followers. And we'd want to look for influencers who are in areas where there would be some interest in actually running a gTLD.

We also spoke about reaching out to indigenous communities, recognizing that some indigenous communities may be ready while others are not, but of course that's true of every community. There are organizations such as Native Public Media, which is actually an At-Large structure itself. There are other consortiums such as the First Mile Consortium in Canada and also the Indigenous Connectivity Summit, which takes place annually, all places where we can reach out to potential applicants.

Also the Gaming Association, recognizing under the sovereignty laws of the United States one of the ways that certain indigenous peoples can

make money is by running casinos. So for lack of a better term, reaching out directly to the casino tribes or through the Gaming Association, which represents largely tribes that are running casinos such as Mohegan Sun or even the Hard Rock in Florida, is now owned by the Seminole Tribe of Florida.

So there's both money and entrepreneurship there, which are two things that are good to find, but yet represent overall underserved communities. Initially looking to entrepreneurs and entrepreneurial clubs and the like that may be around business schools or undergraduate institutions. There we have again potentially people who are interested in creating a business and looking for opportunities. So those are kind of natural lines of influence, but we need to find ways to get through to them.

Also of course we need to use our At-Large structures and our At-Large structure members to meet. And sometimes there are organizations of organizations, so we need to reach out through each of those organizations in order to find ultimately some people who would be interested. Last we also discussed the toolkit. A similar question came up as to whether it's clear that it can be modified and that there won't be any copyright issues in that case. So we need to socialize the various materials among those who are communicating. So that's primarily what we discussed in NARALO. Thank you.

JONATHAN ZUCK:

EURALO.

NATALIA FILINA:

Hello everyone. My name is Natalia Filina. I'm Secretary of EURALO. And on behalf of our brainstorming team, I would present our very short result of our discussion. So I'm a little bit jealous about six pages of these suggestions. So the very first task for us for EURALO, we decided it must be a select target countries in our European region. And just because we understand that European region is not selected region for the first and primary outreach global campaign for ICANN, but we will do all our best for sharing information about new gTLD program and ISP.

So what we will do, we already do a lot for reaching people with any hot topics and initiatives from ICANN everywhere. We are using social media. We are using our online and face-to-face meetings. And we are spreading the information anyhow. But for this task, we would love to engage our ALSs much more because locally we understand that we all are being in the same tight community. And even if the target audience for ISP is not our audience for At-Large, we understand that we have a lot of potential channels to spread this information. And we will engage our ALSs. We will try to do our best.

For European region, we will focus on equal access because we know that we have a lot of discussion now about countries who are now being under sanction. And we know about a lot of concerns from future and potential applicants about being in the same, how can I say, with equal access for ISP and for new gTLD round. So we know that we all are communicating locally a lot with business constituency. That's why the

answer to the second question might be we would love to do more efforts to develop our partnership with ICANN Business Constituency and GAC community. And we will work together and we will participate maybe in the same events. And we would love to be included in the agenda of these events and maybe do something else together.

So what outreach methods are most effective for our region? I don't want to say anything about spreading the information. We are social media and so we are face-to-face meetings. I think we might find something new. For example, we may do our outreach with a new method. We may do survey locally. And when people will get our survey and answer our question, that people, that audience will much more engage in this topic. And that is why I think we may use this method. So we will focus on locally IGF. We will use a very good marketing approach. We will try to find problems of the audience locally. And with all of the information about ISP, we will try to suggest solving for these problems. And we will use-- So, Tommy, please help me. Was that Sami explaining?

TOMMI KARTTAIVI:

One example of an indigenous community that we recognize in the EURALO area was the Sami people. It's an indigenous people who live in the northernmost parts of Finland, Sweden and Norway and to some small extent, I think also in the northwesternmost part of Russia. It's a small people of under 100,000 persons currently. And they speak their own language, which is separated into smaller dialects. But I think there are at least 9 or 10 of them still with living speakers. But some of

those dialects are so small that there might be as little as two living speakers for them. So, that's people who might benefit from having their own gTLD.

NATALIA FILINA:

Thank you. Thank you, Tommy, for helping me. So, I'm coming to the last question. How can RALOs and GSE coordinate best? So, we are doing the best, and I would thank GSE team for helping and supporting us in any of our activities. We would love to have a little bit much more flexible agenda with deploying our strategic plan because we already have it, but maybe something new, new opportunities we will find for supporting ASP. And we as RALO members, representative of ALSs or individuals, we would love to be included into the agenda of events, maybe new events, which we may use to do our outreach and engagement work. Thank you so much.

JONATHAN ZUCK:

Thanks to all the RALOs. I'm going to ask that each of the RALO leaders do a summary via e-mail, so anything that got lost in the conversation that we still are able to capture. So, please do that before these discussions are lost to time. Last but not least is the online group, and Justine is a rapporteur.

JUSTINE CHEW:

Thank you. This is Justine speaking. So, in interest of time, I'm just going to highlight a couple of things that came up through the discussion online. We had about four or five people from different

regions, by the way. So, I just want to say thanks to Save for helping me organize the discussions online and for the inputs that were given to us by the participants. And apologies if I can't cover everything.

So, in terms of how we can get to more countries, I think a lot of this is repeated, but I'm just going to say that there were suggestions, things like work with the ccTLDs in countries, in different countries, but, of course, depending on the focus and what are the priorities for the country. Outreach through local ISPs, Internet societies, social media, digital marketing companies, also universities. Technical universities might be an option for GSE to try and reach out to.

In terms of how can the global community leverage ORG efforts, we already know that the toolkits exist. Some folks didn't know about it, so they now know about it. So, they can try and use that to market and spread the word. The usual stuff would be to coordinate with stakeholders, ICANN members, fellows, NextGen in various countries. Some of the other interesting things were suggestion in terms of outreach that was most effective is to concentrate on several stakeholders, especially ALSs, through their existing activities, that would be a good start.

One input that came through for the question four what communities, organizations, or events should we target, the LAC, Latin American people said try chambers of commerce. And I see using targeted meetings, get in touch with the regulatory bodies there, technical universities, use webinars. And in terms of how RALO and GSE can coordinate best, input from Herald, from LACRALO, was through the

regional LACRALO board with periodical meetings and with the regional leadership. That's all, thank you.

JONATHAN ZUCK:

Thanks everyone. We're basically out of time. I will say that, having gone around to all the groups, what's interesting is the distinction between marketing and sales. So ICANN in large measure is engaged in a marketing campaign for this, which is general awareness, etc. But what really came out of these local discussions is that there's a more retail effort that's going to be necessary, which is leveraging relationships to identify candidates and approaching candidates directly. That just the availability of information, just the broadcast availability is probably going to be insufficient. That the connections that we have as RALOs and ALSs are probably not direct connections, to potential candidates, but indirect ones. And so we should be using those relationships and leveraging them to identify potential candidates or very small groups that can be reached in a more direct fashion.

That's sort of my summary of what I saw surfacing among the conversations here. But we're going to analyze all that we did and keep moving forward. And thanks everyone for a great conversation. Thanks to everyone from the ICANN staff for facilitating and describing the program. And let's get out there and do this. Thank you.

[END OF TRANSCRIPTION]