ICANN

ICANN Africa Strategic Plan

July 2016 – June 2020

Version 2.0

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Contents

Introduction

In June 2012, the African community had a historic meeting in Prague (ICANN 44) that was chaired by Steve Crocker (chairman of ICANN Board) ,Fadi Chehade (ICANN's incoming CEO at that time) and Moctar Yedaly from the Africa Union commission. The outcome was a new approach to Africa that would focus on the following action lines;

- ➢ Develop a framework for ICANN's Africa strategy
- ➢ Support stronger presence for ICANN in Africa
- ➢ Increase Africa's participation in ICANN

The Africa Strategy Working Group (ASWG) which was set up during the meeting came up with the Africa Strategy document (2012 - 2015) which was presented during ICANN 49 in Toronto. The document has now become the cornerstone of ICANN's engagement in Africa. Implementation of the strategy started in 2013, with the recruitment of the VP for Africa and with a few key flagship projects. The Africa team has now grown with further recruitment of two more managers.

The initial 3 year Africa Strategic Plan encompassed ICANN's overall delivery in Africa, which boils down to capacity development in the DNS industry and business, capacitating African ccTLDs, securing the DNS system in Africa and equaly important is deepening and broadening engagement with all stakeholders including governments, private sector, academia and civil society in Africa

ICANN recently reviewed her global strategic plan to a new **ICANN 2016 – 2020 Strategic plan** focused on 5 key pillars / Strategic Objectives namely:

- Evolve and further **globalize** ICANN
- Support a healthy, stable and resilient **unique identifier ecosystem**
- Advance **organizational**, **technological** and **operational excellence**
- Promote ICANN's role and **multistakeholder** approach
- Develop and implement a **global public interest** framework bounded by ICANNs mission

These objectives have been further broken down into sub pillars taking into account internal and external forces and international growth and evolution of the Internet and the domain name system. This has necessitated the need for the African community to once again come together and relook at the Africa Strategic Plan with the aim of realigning it to the new ICANN strategy.

Accordingly, and in the spirit of multistakeholderism, The Africa Strategy Review team composed of representatives from SO / AC leaders, AFTLD, AFRALO, AFICTA, AFRINIC, NEPAD, GAC, African Registrars Association, AU and others nominated based on their personal experiences was convened in Mauritius on November 24 – 25, 2014 alongside the AFRINIC 21 meeting. The review team came up with a reviewed and realigned document, deemed the *ICANN Africa Strategy Ver 2.0 2016 – 2020*, to be further on disseminated for additional input from the African community. A final strategy document is planned for the first quarter of 2015.

Methodology

In order to carry out a comprehensive review of the current strategic plan, the Africa Strategy Review team conducted a review of the following key documents:

- The new ICANN Strategic plan 2016 – 2020
- Comprehensive Africa Strategy Implementation Report (produced by ICANN Africa staff)
- Current Africa Strategic Plan 2012 – 2015
- ICANN's previous global Strategy document 2012 – 2015
- ICANN global operational Plan 2016 – 2020 (still under public comment at this time)

The next step was to align the current strategic plan to the new ICANN strategic pillars. It was noted that the current objectives indeed still fitted well with the new ICANN strategic direction and the team went a head and refined them including the corresponding projects and KPI's as detailed in the pages that follow.

Steering Committee

The strategy review team also identified the need for the establishment of a steering committee that will work closely with the ICANN staff to support and monitor the implementation of the strategic plan. This committee will work independently based on own charter.

Strategic Objectives

The Africa Strategy Review team was in general agreement that Africa should deserve a special treatment and that ICANN is in a position to contribute to the development of an indigenous industry on Internet and most specifically, the domain name services. In order to identify specific objectives relevant to the Africa community, the team relied on the following key questions that guided the original version of the Africa Strategy. These include:

- What has ICANN not done well in Africa in the eyes of the African community within ICANN?
- What do you wish the most for ICANN to do in interest of Africa?
- How can the African community best support ICANN?
- What are barriers to ICANN in Africa?
- How best to improve African participation in ICANN?
- What are the a) strengths b) weaknesses c) opportunities and d) weaknesses of ICANN in Africa?

And the outcome was a re-evaluation of the current strategic objectives. The team arrived at the conclusion that the current objectives were indeed still valid in the new ICANN strategic plan 2016 – 2020 but could be consolidated to be more practical. ICANN Africa Strategic Objectives were then agreed as follows:

1. **Strengthen ccTLD Development in Africa**, Build Capacity in DNS technical operations and provide assistance and support as requested. Ref ICANN SOb **2.1/2/3; 3.1/2**

   a. Promote adoption of DNSSEC Ref ICANN SOb 2; 3.2; 4.

   b. Strengthen ccTLDs in Africa Ref ICANN SOb 1.3, 2.1, 2.3, 4, 5.3

2. Enhance regional and international cooperation with DNS stakeholders and Promote best practices of DNS operations **Ref ICANN Sob 1.2; 3.3; 4.1; 4.3**

   a. Enhance cooperation with CERTs for better handling of DNS related incidents. **Ref ICANN Sob 2; 3.2; 4.4;**

3. Support and facilitate competition in Domain Name business. Ref ICANN SOb 2.3; 3.1, 2.1

   a. Promote new gTLD registries, registrars Ref ICANN SOb 1, 2.3, 4.3,

     b.   Build business environment that favour customer trust and choice (Technology solution, Legal and regulation Framework) .Ref ICANN SOb 1, 2, 3, 4, 5.2, 5.3

     c.   Introduce gTLDs in African languages and IDNs Ref ICANN SOb 2, 3.3, 5.3

     d.   Build African entrepreneurship programmes in the DNS area Ref ICANN SOb 1.2, 4.3, 5.2, 5.3

4. Encourage resiliency of local DNS infrastructure (IXP, Copy of Root, Anycast DNS) Ref ICANN SOb 2, 3, 4.4

     a.   Deploy more root servers in Africa Ref 2, 3.2, 5.3

     b.   Promote Anycast Root-servers deployment in Africa **Ref ICANN SOb 2,3.2;**

5. Promote strategic partnerships between global and local entrepreneurs in the DNS industry Ref 1, 2.2, 2.3, 3.2, 3.3, 4.1, 4.3, 4.4, 5.3

6. Regionalization of IANA and ICANN operations in Africa. **Ref ICANN SOb 1; 3.2/3; 4.2; 5.3**

     a.   Regionalization of other CORE ICANN operations in Africa. **Ref ICANN SOb 1; 3.2/3; 4.2; 5.3**

     b.   Ensure physical presence in Africa to conduct outreach to help reflect ICANN's global image Ref ICANN SOb1, 2

     c.   Promote globalization of ICANN and its operations through a phased internationalization of IANA functions Ref ICANN SOb 1, 2, 3, 4, 5

7. Effective communication / Outreach on ICANN operations including IANA **Ref ICANN SO 1; 2; 3; 4; 5**

8. Promote the multi-stakeholder model and platform in Africa at the government, civil society and private sector levels to enrich participation in ICANN constituencies. Ref ICANN Sob1, 2.1, 3, 4.2, 5.3

     a.   Support policy development process to create conducive environment for the internet economy in Africa Ref ICANN SOb 1, 2.2, 4, 5.2,5.3

     b.   Expand a Multi-Stakeholder platform to increase participation and engagement in collaboration with I* and A* organisations and constituencies Ref ICANN SOb 1, 2, 3, 4, 5.2, 5.3

     c.   Ensure ongoing commitment of ICANN and constituencies to act in Africa's public interest. Ref 1,5

9. Support capacity building and development of Internet governance in Africa Ref ICANN SOb 1,2,3,4,5

Projects and KPIs

Strategic Projects	Comments	Key Measures

1. Increase domain name penetration in Africa
 	
  1.1 **A**frican ccTLD Operations and Support Training.
 	
  1.2 Business Best Practices and Marketing Support for AfTLD, ccTLDs and Registars
 	
  1.3 Consumer/Community Capacity Building
 	
2. Develop and Improve African Security Expertise
 	
  2.1 Promote and Support Cooperation between African CERTs and DNS Operators
 	
  2.2 Pr**o**mote DNSSEC
	These projects will be focused on various capacity building initiatives targeted at ccTLDs in Africa in partnership with AFTLD and other organizations with the aim of improving the technical and operational capacity of ccTLDs.
	
	They will also include DNSSEC trainings to ccTLDs
		1. Domain Name Indicators
		  1.1. Number of Domain Names Registered
		  1.2. Penetration
		  1.3. Complaints / UDRP
		  1.4. DNS Availability / Failure
		  1.5. Incidents on DNS operations
		  1.6. Domain Name Pricing
		2. Number of workshops
		  2.1. For potential registry and registrars
		  2.2. Number of Workshops for ccTLDs business models
		  2.3. Number of ccTLDs benefiting from resiliency workshops
		  2.4.
		3. Security Indicators
		  3.1. DNSSEC Operations signed in Africa.
		  3.2. CERT Operations in Africa
		4. CERT Training Certified People

3. Establish ICANN operations in Africa, including IANA operations. 1-1 - IANA Operations 1.2 - Registrar liaison functions 1-3 - Registry liaison functions 1-4 - Compliance function 1-5 - Legal Advice and Support 1-6 - Regional meetings 1-7 - Institutionalize IDN support 4. Produce Targeted Documents in appropriate languages regarding ICANN operations (AU Languages) 5. Deploy & Support Anycast Instances of L-Root in cooperation with Regional Organisations.	This will include ICAN setting up physical presence in Africa Target to have ICANN documents in all Africa Commission (AU) Languages	1) Regional Implementation of Operations 2) Number of Appropriate Documents produced In Appropriate AU languages targeted to various stakeholders 3) Number of L-root instances Deployed in partnership with other organizations a. Increased copy of root severs 4) Increased number of African staff members

6. A programme for enhancing cooperation with I*, Af* organisations and IGFs to promote regional events for multi-stakeholder engagement
6.1 Participate in African meetings
6.2 Establish a programme for inclusion of African academic community in Internet Governance ecosystem
6.3 Support African government participation in ICANN high
	Including participation in relevant Africa Union high level events	1) African involvement in ICANN
		    a. Number of participants contributing to global ICANN meetings
		    b. Number of Africans trained by the ICANN academy.
		    c. Number of Africans leading IG processes
		    d. Increased number of Africans participating

level meetings
   6.4 Sub regional Africa ICANN meetings to contribute to global meetings.
7. Continued support for African participation at ICANN meetings through the fellowship programmes
8. Localize ICANN academy to help in capacity building in Africa
   8.1 Dedicated programme for Africa
9. Increase African representation in leadership positions in ICANN
   9.1 Leadership development programme in multi-stakeholder Internet governance.
   9.2 Identify policy gaps and support policy advocacy processes
   9.3 An ICANN ambassador programme to promote global ICANN values
   9.4 Expand AFRALO (in close consultation with AFRALO community)
10. Programme to support increased and meaningful participation in ACs / SOs (Coaching, mentorship,)
		in ICANN ongoing review processes
		  e. Number of African participants and the quality of participation and contributions
		  f. Number of ALS's from the African region.
		  g. Number of government participants contributing to GAC and high level meetings
		2) ICANN participation in African meetings
		3) Number of policy documents/strategies
		  a. Number of African participants and contributions
		4) Af* growth
		5) Number of Newcomers and New Communities to ICANN Ecosystem
		6) Adoption of multi-stakeholder model Nationally and regionally

11. WHOIS program for DNS [WHOIS program for Africa] 12. A support programme for accreditation of registrars 13. Create a foundation to support development of DNS industry in Africa	Encourage accurate and complete WHOIS data collection Programme to support underserved regions Partner with various organizations in and	1) Accurate and available WHOIS Data 2) ccTLD Whois performance 3) Number of accredited Registers 4) Research report on DNS business in Africa

14. Set up an Internet foundation for innovative funding mechanisms for the DNS industry development in developing countries (Africa – Long term)	outside Africa including financial development partners	5) An observatory
		6) A foundation for DNS Industry in Africa
		7) Revised delegation and re-delegation procedures
	Commission a DNS industry study project to assess the African DNS industry	8) An African DNS award
15. Commit and conduct a study on business feasibility of growing DNS industry in Africa		9) Innovative ideas and patents and increased number of African participants in IETF forums.
16. Commission An observatory to develop new indices for DNS industry growth in Africa		a. Number of RFCs authored by Africans
17. Review delegation and re-delegation procedure in support of strengthen African ccTLDs		10) Number of Registries & Registrars
18. DNS Awards programme in Africa		
19. Commission a DNS Incubator Program in Africa	Promote active participation from Africa to encourage Africans to develop RFCs	
20. Research and development programme for DNS in Africa for promoting innovation and increased participation in IETF forums.		

INNOVATIVE FUNDING MECHANISMS FOR THE AFRICA STRATEGY

As can be deduced from the above matrix of programmes and projects, it is clear that indeed the successful implementation of this plan will require significant year on year capital outlay and time investment not only by ICANN but also the Africa community. ICANN as an organization would only provide partial financial and human capacity, but the African community must therefore open up other innovative avenues to secure funding and partnerships to help bridge the gaps. Hence the ownership of this plan is jointly by Africa and ICANN.

The African Strategy Review team has elaborated a plan covering the four pillars that match also the new five (5) ICANN Strategic Plan Pillars.

Governments & ICT sector companies are now facing difficulties in accessing funding, particularly regarding the guarantees associated with financial credits. Today there is no fund to encourage investment in domain name industry sector or in research and innovation.

Despite the existence of a strong financial sector and growing, bank financing is characterized by the high concentration of credit in favor of big business and by very high levels of security. This concentration of credit in favor of large companies also reflects the difficulty of banks to build capacity evaluation of investment projects submitted to them by SMEs.

The domain name industry in Africa is the weakest link of the digital economy yet considered a high potential sector.

The funds mobilized through cooperation between Internet Related Organizations (ICANN, ITU, ISOC, etc.) and Intergovernmental Banks & Donors Organizations (World Bank, IMF, SFI, AfDB, etc.) exclusively benefit very few companies, and only a small percentage goes to local subcontractors for capacity building development.

The difficulty of implementing the principle of public private partnership (PPP) in the field of domain name industry remains a major handicap for industry players whose survival depends heavily on their own resources, despite the significant revenue generated by the sector and its strong contribution to the global Internet economy.

Following this significant progress, the Steering committee (once established and) for the coming weeks will focus on the following critical points amongst others:

1. Estimation and Validation of total budget needed and the updated calendar of projects

2. To reflect, discuss, develop and mobilize financial resources from other partners
3. Develop a Public Private Partnership framework and any innovative funding mechanisms that can afford to place and execute components of the identified programmes

The target:

1- Private Sector (employers' organizations) – registries, registrars, resellers, Hosters & Integrators, etc.)
2- Telecom Operators (Mobiles) and Service Operators
3- Non PRIVATE PARTNERSHIPS Actors advisory capacity
4- Governments of African countries (Financing)
5- ICANN
6- AFRINIC
7- Other Internet related Organizations (ISOC, W3C, AFNOG, W3 Foundation, etc.)
1. 6. Regional Organizations (WAEMU, ECOWAS, AUC, UNECA, AFBD, etc)

Other Partners:

1- Traditional donors (WB, EU, AFD, ADB, BOAD, etc.)
2- Local banks - Banks Association
3- Micro Credit institutions and Micro-Finance
4- Development Partners (France, Netherlands, Belgium, USA, Spain, etc.)
4. Private Sector, Regulators (Universal Service Fund)

Target firms for methodology and thoughts:

1. Law Firms, Stock & Financial Consulting firms
2. Firms specialized in ICT & Telcos funding
3. Investment & Edge funds (Venture Capital, other funds)

Ministries and Agencies involved guests:

1- Ministry of Economy and Finance
2- Ministry of ICT, NEPAD, African Integration
3- Investment Agencies
4. Promotion of SMEs / SMIs
5. E-gov and IT Institutions
5- Regulators
6- Digital economy Actors (E-Gov side)