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PRAGUE – ICANN Outreach Community Working Session  
Thursday, June 28, 2012 – 08:00 to 09:00  
ICANN - Prague, Czech Republic

[background conversation]

Rob Hoggarth: Good morning, everybody. For purposes of the record, I'm Rob Hoggarth, Senior Policy Director for ICANN, and a member of the Policy Team. I'm getting started now, because this is only a one-hour session, and we wanted to have as much opportunity for community dialogue as possible. Thank you to the attendees for dragging themselves out of bed, some of whom have already expressed to me that in the future, sessions should not be scheduled at 8:00 o'clock in the morning, after the gala. But we appreciate the attendance and opportunity for input.

I'm behind the table literally just because I have to click the slides, but the purpose of this discussion in this session is really for dialogue. It would be better to have a round table, but we're doing what we can with the facilities that we've got.

When I started at ICANN four years ago, the first thing that my first boss shared with me, Denise Michele was something called the BGC Report. It was the Board Governance Committee's Report on GNSO improvements. And in that document there were a number and tremendous amount of recommendations and suggestions about various improvements, and one of the areas was outreach.

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*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.*

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And what was interesting to me at the time being new to ICANN is that within that document alone, there were four separate definitions and references to outreach. There was not a consistent organization-wide interpretation or understanding of the definition and over the last couple of years we have had a number of newer initiatives coming along that had been challenging I think to coordinate.

In some respects there were new budget initiatives that allowed various members of the community to submit comments, questions, additional revenue request and the rest. And one of the challenges I think from both a staff and a community perspective has been what do we mean by outreach, how is it defined, how does that help coordinate strategically, how does that help us identify the dollars or the resources that we have available to spend, and not only how do we coordinate that within the community, within SOs and ACs, but how do we do that across SOs and ACs and how do we do that between the community and the staff?

In preparation for this meeting, Kurt Pritz shared an email with many of you or other representatives in your organizations that included several documents, one of them was an inventory that members of the staff put together regarding outreach activities that we're currently involved in. That document listed 32 different outreach-related activities and that came from an internal document where we started with the brainstorming of 66 different outreach activities.

But as we move forward with plans and activities and efforts to continue to expand the organization, bring more people in, share with the general world what ICANN is doing, it's become clear that it's

important for us to establish some sort of consistent approach and reach at least a common understanding between what we mean as individual communities, individual community members and the staff as to what is outreach, how do we define it, and how can we make sure that we're using our resources efficiently.

So the purpose of this session as Kurt's invitation expressed is simply really to begin a dialogue with all of you so that as we move toward the FY14 budget cycle, we have a real better understanding about what we want to accomplish in terms of next steps and what we were going to do and how we're going to plan things, how [Savy] and his team can work with you to make sure that we're prioritizing the necessary resources and expenses for each fiscal year.

So the goals for this session are really to hear from you initially as to what you all are doing, how you define outreach, what you're looking at and I'm not doing anything with the screen, it's flashing on its own. See we can have some general acknowledgment about what our goals are, and then discuss what next steps we might need to do to accomplish that.

Kurt is going to talk a little bit in a couple moments about what the staff has been talking about, because when we look at outreach of course there is a wide variety. Most of the people in the audience here are from the GNSO, there was a work team within the GNSO that worked very hard to come up with a number of outreach recommendations, and that effort is somewhat stalled. This meeting is not intended to necessary break that log jam, but to look more broadly at what ICANN is doing from an outreach perspective.

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As I noted earlier, there's a whole bunch of different ways to look at outreach. What we're hoping to do today is focus on the community building aspect of outreach, because outreach, you see in the inventory that's been shared with you discovering 33 different topics, we can't do that in 45 minutes, so we figured we'd focus on the community-building aspect of things. I'm going to have Kurt speak for a couple of minutes just to talk about what some of the recent staff thought processes have been.

Kurt's talked at the last couple of ICANN meetings with various groups about some of the efforts that we're doing internally. And then we're going to spend the rest of the 45 minutes really hearing from all of you just your perceptions, your brainstorm, your ideas, what you've been doing, what you want to do with respect to community building and then share some thoughts or ideas about how we might collaborate as community members and staff to try to really get our arms around a consistent definition and approach to outreach activities.

So what I'd like to do is turn it over to Mr. Pritz, Kurt if you can give some folks a general idea and background in terms of what's brought us here that would be great, thank you.

Kurt Pritz:

Thanks Rob. And Rob characterized a number of communications that went out over my name, but it really was the work of others that amassed that information, can you go back a slide? You got one that looks like that?

[background conversation]

Kurt Pritz: Okay. So as we've discussed in prior meetings the success of ICANN really depends on the robustness of the bottom up model of the multi-stakeholder model. And in defining outreach, we decided or there is a proposal that outreach is those sets of activities that encourage participation, increase participation in ICANN, builds capacity, makes that participation more effective through learning programs or education or personal growth, and there are activities that should be measurable.

So I guess find that slide with...

Male: He froze it so it would come up in the second.

Kurt Pritz: Oh good, so this is my last 8:00 presentation. So in order to increase participation either in the numbers of people or types of people that are participating or in their effectiveness by providing training or experiences that allow people to take greater roles in outreach such as leadership positions or coordination positions, and put that into effect across the whole ICANN community, there's quite a bit of opportunities for what we would term to be outreach activities.

There are a number of constituency or stakeholder groups. The At-Large, all the GNSO constituency groups, the ccNSO, even the GAC there is technical advisory committees and so we want a vibrant outreach program should be populating all those different activities at the right

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level, and populating them across all the different geographies and not just getting people in or trying to get new people in, but then providing training and other activities, so those people that are participating can become more effective, that they learn to become experts or expert advisors that they learn to become leaders, so that they can manage either working groups or become SO and AC chairs and the like.

And I think it's this continual movement right, it's like a shark it stops then it dies. So it's this continuous movement, this continual introduction of new people and the bubbling up and training of new people that will allow ICANN to get the new blood in that will allow it change over time to match the change in the environment. I think maybe a micro-chasm of this is IDN fast track and new gTLDs where we're getting new people involved that weren't involved before so what's the purpose here you know, when we go through our budgeting exercises, we get a lot of budget inputs from ICANN staff and a lot of them are labeled outreach.

And so we've got a lot of outreach activities labeled, and then we request inputs from the community and some of those are labeled outreach. So what we want to do is and what we've tried to do is provide a framework for what is outreach activity.

So if you define an activity that introduces new people into ICANN in some way, or even in an indirect way, or provides training and allows people to move up, that's what we would call an outreach activity. And I think what this session is about is about doing that planning together, so it's not a bifurcated exercise of ICANN budgeting and deciding what outreach activities it should do and then receiving some inputs from the

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community about outreach activities that are proposed there. Some of the activities that staff budgets for are better carried out by community members and coordinated by community members.

Similarly, ICANN staff could support some of the outreach activities suggested by the community and so in planning for outreach in the future, we see more of a joint exercise, so it can list the whole menu of activities that should be undertaken, and then say you know this should be done by this community sect or segment, this should be done by this, here's how ICANN staff help out. You know ICANN staff you should take this one. So those decisions should kind of be made jointly in some sort of forum.

And so if you can withstand looking at the screen without twitching or having a nervous breakdown, there you go, well we really want to talk, there's three questions, right, but what we really want to talk here today about in each question is how we go forward and run this thing. So when we go through our budgeting process, at the end we're providing really an integrated community/staff budget proposal.

And then when we're running outreach, we're doing it in an integrated sort of way so we're not duplicating activities, we find the best and most efficient home for running that activity, and that we can justify more and get some more stuff done, and that all will benefit the multi-stakeholder model. So if the guy is trying to figure out the big technical problems behind me are ready to go.

Rob Hoggarth:

Yes, I'm not worried tremendously about the slide, but the focus today is really on the dialogue and hearing from our colleagues in the audience here, sort of what their perspective is, what they're doing individually about outreach. You know the real challenge I think that we're having, or at least that I perceived is that a number of different folks were looking at outreach in different ways.

What I'd like to – I'll grab it is – and we're just going to start circulating the microphone and volunteering folks, unless there are folks who want to raise their hands just to begin. Thank you Marilyn. And since you're right next to – we've got Marilyn in the cue first, and then Bill. And I'm tied to this microphone at the moment, but then I'll walk around too.

What we'd like to hear is some of your guy's thoughts and your approach to it. We've got a number of members of staff in the audience. My role is just to sort of coordinate and facilitate the discussion. A number of other members of the team are going to be taking notes here. The idea is really to capture your input and then sort of talk about next steps.

So I've got Marilyn, and Bill and then Wolf Ulrich, okay great we'll get everybody in line, thank you.

Marilyn Cade:

My name is Marilyn Cade and I Chair the Business Constituency. There are other members of the constituency here so we'll be interacting as individuals; I think in order to contribute. Let me thank you for what I see as an evolution in previous discussions, that is going in a direction that I feel a lot more comfortable with than I did when we were initially



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looking at this. I'm very happy to hear the progression of recognition of the role of the stakeholders.

We are in a bottom up consensus-based organization, and I think in some cases, in our view we are the best knowledge source on how to reach and broaden awareness and participation from our community. But I want to make a comment about outreach and the definition.

I've been thinking a lot about this and since our last meeting, and I want to park a discussion for later about the role – about how to make some significant changes in how ICANN, as an organization communicates. So when I look at outreach, I do think we need to have a shared definition. For me I have a very broad definition and perhaps that's not working. I am thinking about outreach as possibly creating general awareness of ICANN, not for the purpose of drawing people here, but to improve the understanding of ICANN's role in an effective way and in a way that has globalization sensitivity.

So awareness is first, understanding comes second. Maybe you need to do both of those in one step. We need to do both of those in one step, but I then look at some subpart of the people that you improve their awareness and understanding will begin to attend some aspect of ICANN either remotely or in person on a general basis.

After they start attending, they may want to start participating in a general way. After they start participating, they then move up to participation and then they move to contributing. Now those steps may all you know come in a homogenized box, the first time, or they may be an evolution. And I think what we're doing right now at ICANN is we are trying to help people go through those steps.

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But I want to just say, one thing I hope we are going to do in all of our messaging is reinforce the concept that you lead where you are. This is a bottom up consensus-based organization, and we need lots of workers and lots of contributors, and I hope we're not going to give a message that the only way you can contribute or lead is you have to be an elected leader, because we're going to lose too many people.

And for us in the business community, our people may only participate in one thing, or they may take a deep dive. So I hope that's a contribution that at least where I've been coming from and looking at this. So I would say right now that our present approach to external communication is not working as effectively as we want it to.

Rob Hoggarth:

Thanks Marilyn, Bill?

Bill Drake:

This is Bill Drake, I'm from NCUC and I'm also a GNSO counselor for NCSG and a member of the Board of Directors of EURALO in At-Large, again I'm not awake.

But I find myself pleased to say that I totally agree with Marilyn in that outreach too, which is a very interesting thing. I think that we can't be too mechanistic; I mean I understand that the staff wants to approach this from the standpoint of defining very precise elements that can be operationalized and budgeted and so on. But some of what we're talking about goes a little bit beyond that I think in a way.

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For me I agree with here that fundamental to outreach is this awareness component, and as I look at your list of 33 items, I see you do have some stuff there that speaks to this point with regard to for example public speaking and attendance at various events, 101 government briefings et cetera, these are things that are geared towards affecting how ICANN is perceived in the outside world in a way. And I think that that outside world dimension is really, really important. So for me if I think about outreach, you've got several components.

You've got first I'd say inreach, you'd need inreach to engage some people who are already there and make them feel like they can really contribute and make a difference. One of the biggest problems I think we find in the noncommercial space is the feeling among some members that really we can't really influence policy decisions very much or influence the activities of the organization very much. Most things are going to be driven by parties that have more resources and more influence, whether it's the commercial players or it's the GAC.

So I think that one of the problems for us is always trying to keep people mobilized and energized, when they think that we can adopt all the resolutions and right statements and whatever we want, but at the end of the day, they're not going to really substantially impact things. So the inreach dimension is something that the stakeholders have to work on themselves, but there has to be an environment and a framework that supports that, that makes people feel that they can contribute and it does make a difference. So that's one thing.

There's also I think the question of reaching out and bringing in new people, that's kind of the main thing that you're really focusing on here

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beyond the existing members, and that entails a number of components.

I'll tell you a very quick story, we were in Nairobi a few years ago, there was a Board public participation workshop that was focused on outreach to developing country participants, and I went into the room and it was me and Marilyn and Ayesha and about 50 other, may I say Caucasians from the industrialized world. And there were two Africans in the room, and I went over and I chatted with one of them after the session, and I said you know this is a session focused on outreach to developing countries, why do you think there aren't more people here? We're in Nairobi.

And the guy said well you know you look at this Excel spreadsheet and there's a little box that says public participants and you don't know what it is. The session was marketed to people in a way that would make them think oh, I'm a developing country person thinking about how to get engaged in ICANN, and this is really the session that I should go to that will tell me how to do that.

So that's kind of a little thing that I think – I think that there has to be personally, and we can come back to this later, more of a – there needs to be some dedicated space within ICANN that is identifiably geared toward developing countries in a way, and I have some suggestions about that, but we can come to that particular dimension.

And then yes beyond that there is the larger global engagement, and there Marilyn and I and others here who spend a lot of time in the broader geopolitical environment of internet governance constantly find that the misperceptions about ICANN are perceptions that are not

entirely missed, but perhaps twisted a little bit, can often be very strong.

You know I live in Geneva, I'm around governments, I go to meetings sometimes at ITU, you hear people say things about ICANN that are quite astonishing, and then you come into the meeting here and it's a very different discussion.

And when we've raised these kinds of issues in NCSG with the Board repeatedly in our meetings with the Board over the past years, and I guess I felt a little frustrated that a lot of times the Board I feel like just kind of stared at us blankly like it wasn't really registering what the problem was, or that there was an issue.

The last point I would make just by way of introduction. We did go through this whole exercise in the GNSO that was kind of difficult and one of the things that made it difficult was we didn't know what the staff were doing, and we kept asking, I mean we asked point blank a number of times to the staff that were on the lists that were discussing topics, gee it would help us to figure out with the Council and in the GNSO community what we wanted to do, if we knew what larger activities the staff were engaged in.

And we never really got much response back. So I would say whatever the heck is done from here, I hope there will be a close coordination between staff and the community and that staff won't view this as entirely staff driven kind of activity. Because I think that would really not work very well.

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Male: Do you have a vision for how that works?

Bill Drake: How to engage the community?

Male: Yes.

Bill Drake: Well, I mean I think there's a number of different components. Certainly Marilyn and I can probably disagree so we're back to normal. You know for example things like the capacity building discussion that started out labeled as ICANN Academy I think is one kind of thing where there can be close coordination. I think that there could be on terms of the broader awareness type issues that I spoke to that I'm particularly concerned with, we have suggested repeatedly that there should be some way for the community to interact with the global relationships committee and the Board around some of their activities.

And I'm meeting tomorrow morning with the chair of the Board – of that committee to discuss this point. But I mean you've got a lot of people in this community, who have knowledge and experience that could be drawn on and who have perhaps their ear to the ground in a lot of different environments about how our people are talking about ICANN, and that's not getting leveraged.

And I think that in that case, that's problematic, because there are a lot of people who may work in the industry who just don't have any reason to spend time thinking about what's going on in the UN, there are other

environments, but nevertheless some of us do. And so we could bring that in.

In terms of the specific way of organizing a collective activity on the outreach to promote engagement, that there's different proposals there. And we had in the GNSO this notion of outreach task force that didn't ultimately get accepted, but the idea was there to have some sort of – I don't want to say peak association, but some sort of a coordination mechanism where the different SOAC and their elements talk to each other and shared information, and sort of identified best practices and went about this in a way that was not completely fragmentary.

Because for me when I think about outreach and I will stop because I'm talking too long. When I think about outreach, I don't just think about outreach to potential NCSG members and I was saying this to Chuck the other day in the Council, and I don't think the registry should just be thinking about it in terms of how to get new registries involved.

It's broader than that, so we have a collective interest in promoting the engagement of any and all parties in this process. And so our expertise and knowledge should not just be focused on building our own little houses.

Rob Hoggarth:

Thanks very much Bill. Let me just let you know what the cue is right now, and invite others to get into it. Right now here in the room I have next Wolf, then Louie, then Ayesha, then Mike, Wendy do you have a remote participant, we'll have – we'll go to Wendy, then I thought there

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was somebody, well okay Mike then Chuck. So just to reiterate I've got Wolf, Louie, Ayesha, Mike, Wendy and Chuck. Thanks. Wolf, please.

Wolf-Ulrich Knoblen:

My name is Wolf-Ulrich Knoblen I'm one of the Vice Chairs of the GNSO Council. I can agree to many of those things which have been said by Bill and Marilyn, and beyond all these more broader scope, so we shouldn't forget what has already been done, and has been done a lot.

You mentioned and Bill mentioned at the end well the GNSO put a lot of effort into that issue of how to outreach since the beginning of these improvement implementations that were more than two years ago. And we came to a point, there was a lot has been done regarding what kind of outreach the GNSO, from the GNSO perspective could be done, and the GNSO scope is to present more policy and processes in the environment of policy.

So how to outreach with regards to those items, and fortunately a lot of ideas have been put together and there is a big bunch of paper that is written down. However, the question here is not that we have found ideas of what to do; the question was how to do them. And that was the controversial item where we still stand how to do them. And that is not finished. That should be an ongoing discussion, since we come from different approaches, from different environment, personal environments, business environments and so on. This is what it impacts.

And so this initiative here could be a facilitator or to some extent a facilitator is that well to help, to bring this approach to a success let me



say, so that the idea which have been behind not been forgotten. So that will be very helpful. So I would suggest well that at least that was written and the ideas behind all that should be taken up and could be taken also by others, and the other question of how we should deal with this, the more structural organizational question should be put aside from that and should be different discussion. Thank you.

Rob Hoggarth:

Thank you Wolf, I think Ayesha has the microphone.

Ayesha Hassan:

Thank you; Ayesha Hassan from the International Chamber of Commerce. So a couple of things that I thought might be helpful. I do agree with a lot of what Marilyn and Bill have both said. I do as many of you know look at this as they do in the context of the internet governance landscape that ICANN is a part of. So a few points.

In the recent meetings, I've tried very hard to engage for instance ICCs National Committees and the companies and associations that are part of their network in the country or in the region. And what I'm finding is that despite the fact that we at ICC have a briefing note that we develop and revise each time and send out six to eight weeks ahead of time. We also send out two to three months ahead of time the date letting the National Committee to raise awareness in their membership, et cetera, et cetera. There isn't enough information available on the ICANN website about the meeting early enough for them to get their head around it.

For instance this time ICC Czech Republic's representative they came to the first morning or something you know, but they weren't able to get their members to sign up. Now some people from the business community locally are here, but I'm saying that there are some obstacles to some of the outreach efforts that ICC tries to do, and it would make a big difference if for instance some more information about the schedule was available a good six weeks in advance. It would really help local people's outreach efforts.

I would like to underscore the point that Bill and Marilyn made about the various outreach efforts that go on, I think a lot of us raise awareness and Marilyn's steps are really good because we walk around the world in many situations with governments, with people from various stakeholder groups, explaining what ICANN is, explaining how the different structures work with an eye to not only having them come to the meeting or to contribute but just so that they know, because we sit in these meetings where negotiations are going on and ICANN is at the bulls eye of the whole thing and they don't actually understand how it works. I mean you will be surprised how many governments for instance don't really know that they have a home here.

So a lot of us do outreach for a lot of different stakeholder groups on the awareness raising level with or without an eye to getting them to contribute, but I think that they're again, some amount of information that we can also turn to and use or that we develop and the community can use would be really helpful.

A last point I wanted to make is maybe I missed this Rob, and please forgive me because I came in a couple of minutes late, are you starting

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to capture the various activities in a concise format, the various outreach activities that ICANN is doing?

Rob Hoggarth:

Yes, what Bill referenced during his remark a document that Kurt had circulated that included an inventory of what staff has developed in terms of trying to identify everything that's going on now, so we'll make sure that we share that with a broader group and with you, so that you see that. Because you know to sort of prime the pump, we provided the list of what we were aware of is taking place from a staff perspective.

Part of the value of this dialogue that we're starting is to learn what you guys are doing, like you were just talking about promoting the ICANN meetings. Understanding better the bigger picture, so that we can then figure out what the priorities and resources are. You may be saying for example that if awareness is the priority then ICANN needs to do a better job of creating the content that then you distribute as opposed to ICANN distributing on its own, or maybe it's a combination of that. I mean this is just the beginning of that discussion and dialogue. If we have some time at the end of the session, we can talk about what next steps are, whether folks want to volunteer to be part of a group that keeps this alive and maybe comes to some planning or ideas about now only what we do broadly for FY14 but what we're doing for the next ICANN meeting and the one in Beijing and on and on beyond that.

Ayesha Hassan:

So just on that point, thank you very much. I think that that's a good start. I think it would be helpful if we can capture in some way what

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happens from the community side as well, and in my view this ties into the type of information that helps us to I guess defend ICANN out in the world.

So a few data points that we could consider along with the outreach activities would be a place that has clear data about the participation increase across geography, stakeholder groups, et cetera in the past years, ICANN and the community has made a big effort there. I think it's good to show that breakdown and it's stuff that we can use in our discussion and advocacy moments to say, participation has grown, I think too outreach touches on things like translation, ICANN has done an amazing job of using translation as well as remote participation facilities, all of that ties to outreach in a way as well. And I think we can really use that data and the transcripts as well to bolster and defend the organization and the model. Thank you.

Kurt Pritz:

Ayesha I have a question. So the document you send out six weeks in advance is that sort of a high level set of goals for the meeting? You know one of our struggles is you know balancing getting it right with a change in the environment where our stakeholders want changes up to the last minute. And so wrongly you know we withhold publishing what's probably 80% right in an attempt to get the agenda right, and I think the idea of publishing something far out is excellent, and so I'm trying to get a vision of what that is, so if we could do something like that.

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Ayesha Hassan: Our briefing note is focused on key issues that would interest business and the message is why you should be here, why you should tune in remotely, why you should send somebody. I think what you're saying about the 80%, from my perspective if ICANN sends somebody to a link that says there's going to be a public participation meeting, this is what that meeting is going to be about in general, don't know exactly which day or time yet, but just describe, hold the date, and focus on this session in your planning.

Kurt Pritz: So instead of saying here's this meeting, why you should be here, here is this meeting why you should be here, go why you should be here and then talk about the meeting that's coming up.

Ayesha Hassan: The issues that will be discussed that's what we do.

Kurt Pritz: And then as far as the activities inventory that we published, it's really sort of a laundry list and doesn't include the community activities or just a subset of them. And my idea of that is some sort of round table discussion so not in this room where we look at those, and hone the list of which ones should be on our list and then decide the best way to manage those.

And then finally my message about translation you know we want to understand what the payoff for that is, just like all outreach activities,

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you know what's the benefit of translation versus other activities, so we can make the right investment decisions.

Rob Hoggarth:

Real quickly I noted that Marilyn and Bill have raised their hands; I've got you in the cue. Mike, Louie you're next and then after Louie it will be Mike Pelage and then I've got a remote participant, I've got Chuck Gomes then I've got Marilyn, Bill and a gentleman behind Ayesha. I would note that as others start to come in we were challenged in terms of the time of this session, we've got about 13 minutes left, but we're taking a lot of really good notes. Louie?

Louie Lee:

Thanks, I'll try to be as brief as possible, Louie Lee ASO Address Council Chair. I wanted to make sure that – well not make sure, but I want to understand if the community is also building their own leadership inside as new people come in, because if you're bringing in people, it's the first step, but beyond that you have to get them engaged, so understand each person's strengths and don't throw them into the whole fray, but just understand your strength and partner up with them for the specific work group that any little piece of work that might be happening in your group.

And encourage them to come in and say you know what I'll back you up. I know what you're doing, I've been through this. So they start getting engaged and they learn along the way. And then beyond that, I've done some work, we've gone to the different groups directly, rather than having one session and expect everybody to come to me. But just doing

that to get the introduction going, and then identify some bilateral work group.

And then in the way that ICANN can support that is perhaps to send the liaisons if you would, maybe not even as strong a word as liaison. ICANN Board has two liaisons to the technical community. And we enjoy participation from IANA at our own meetings, but there are no GAC representatives at our meetings, where the policy is being made.

We want to have early input. We don't want to see a policy that goes all the way up and then gets new – not necessarily new input, but old input that we've seen before but we've already discussed and it's well understood why those concerns are already addressed.

So maybe get early engagement by having these kinds of liaisons or just information exchange so a way to support that kind of engagement would be excellent.

Rob Hoggarth:

Great, thank you, Mike Pilage next.

Mike Pilage:

Thank you, Mike Pilage, I'll keep this short. I think following up on Ayesha with regard to metrics, and I don't want to sound like Jonathan who always talks about metrics, but I think in trying to be effective here, does ICANN, Kurt, have any metrics on how it determines its return on investment outreach, as far as how many people continue on in the process?

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And I guess one of the other things this being my 40<sup>th</sup> meeting, I look back over 12, 13 years, I see people that have come into the process, and then drop out. So one of the things that I think would be helpful is not only how do you get people to engage, but perhaps find out why people disengage.

Rob Hoggarth: Wendy, remote participation comment, and then Chuck after you.

Wendy: Okay, thank you, this is Wendy speaking on behalf of the remote participants, I've got a couple of comments and then I'll end it with a few questions. So they're from Klaus and Sam.

Comment, we need to build the capacities to allow the broad spectrum of people in organizations to get involved. Capacity building has to happen on two levels, knowledge, transfer and also creating the resources for a broad range of social sector organizations to participate in the internet.

At the moment participation in the internet governance is a luxury only a few people in organizations can afford. We want to avoid creating elites. What we want to create is depth and broadness. I wish that ICANN together with its constituencies like NTSC and the constituencies member organizations such as [GKP-AP] jointly develop and implement outreach, information and capacity building programs. There is a lot of capacity outside ICANN that ICANN staff can tap into. ICANN is not alone and this good internet governance isn't all our interests.



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And then a couple of short comments. I agree with the speaker that we need a general awareness, understanding and then move into contributing and actively participating. Also, this may be out of context now, but I think they were agreeing with something a speaker was saying, but the comment was ICANN does not have to do it alone, there are a lot of allies that want to join the effort.

And then another comment from Sam; the new commerce sessions at ICANN are good introductory sessions for anyone new, but unfortunately I see it is limited to people attending the ICANN meeting off line or online, I hope the same session material push the newcomers and the universities, ISOCs and other areas where people have interest, high use of internet.

And then a couple other short comments. Outreach is more than talking to people; good outreach is more than that. Good outreach connects to people by working together on common interests. And Klaus also said NPOC and GKPF are planning a joint event in Baku, IGF that will do just that, it will deal with the specific question of social sector and internet governance.

So these are three questions, those were the comments. And the questions are all from Sam, so I'll just read them each and if you want to speak to them.

Rob Hoggarth:

And we'll let Kurt decide – well, please read them and after the session we may be able to answer them, yes.

Wendy: Okay. Question, why ICANN doesn't look at IGF regional forums, Europe, Asia, Arab, Africa, et cetera as a venue to push better awareness of ICANN activities and policies. Has this been done before? The second question is ICANN planning to develop material providing specific sessions for governments regionally and does ICANN have any joint effort or activities with other organizations, such as ITU or any other UN agency such as ESCWA for example.

Rob Hoggarth: Thank you very much. Can you just hand it forward to Chuck? The next person that I'd like to hear from is the gentleman behind Ayesha, Marilyn and Bill have raised their hands, and I'd like to take advantage of their spot in the cue to sort of help us wrap up, I'm sorry anybody who may have come in a little bit later, but we're running really tight on time and I want to devote three or four minutes to next steps and what we accomplish between now and Toronto, so with that in mind Chuck.

Chuck Gomes: Thanks Rob, Chuck Gomes. I'm going to defer my comment to next steps if we have time for that rather than detract from the good theme that's going now. Make it now? Well, it's really on a different track or so. I like the discussion that's going on, let me wait okay.

Rob Hoggarth: Okay, you won't have much time but if the gentleman behind Ayesha speaks then we'll turn it back to you Chuck and then Marilyn and Bill, thanks. Hello, can you please make sure just for the transcript that you tell us who you are and where you're from, thanks.

Male: Sure thank you. My name is [Hilal Asiabi]; I'm from dot om registry from Oman. I mean all of these are great ideas and great comments for outreach for ICANN outreach programs. But one suggestion is that to create a regional social network for ICANN which would be beneficial not only for an outreach program, but it will carry a pool of knowledge for all common interest ICANN issues so they can, by the way I'm a newcomer and this is my first experience to ICANN and I think I've learned a lot just in –

Rob Hoggarth: Welcome.

Male: Thank you. So I think within the regions there are common issues that can be mutually discussed and then of course those regional centers are linked to other regions as well as to ICANN and this program maybe can be carried out by the fellowship program from ICANN or any other associations linked to ICANN, and I think – because the regional, I mean from the region where I'm coming from, I think – yesterday I had a meeting my fellow from United Arab Emirates and we have a common interest within the registries and within issues that are related to our region, and those of course, we are linked to the bigger pictures which is all the other bigger topics discussed in ICANN.

Rob Hoggarth: Thank you, could you just quickly hand the mic to the lady next to you who also raised her hand, and if you could make a quick comment, then you Chuck, will that work, thanks.

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Mona Al-achkar: I'm Dr. Mona Al-achkar from Lebanon and I wanted to say the same things he was talking about, because I am from Lebanon and I didn't see people here participants from Lebanon. I'm a newcomer and I like very much the fellowship program and I want to see how we can integrate parts of this program in the (inaudible) activities. Because we believe that it is very important for the region to know about or even to participate in ICANN activities. Thank you.

Rob Hoggarth: Thank you very much and welcome. Chuck noting your segway before any comments on the existing discussion and then smoothly takes us into next steps that would be very helpful.

Chuck Gomes: Okay, Rob, I'll give it a shot. Chuck Gomes, first of all this is a very valuable session as others said, and I think you've received some input that certainly sounds to me is very helpful in moving forward.

But I think in considering next steps, we need to understand better where we're at. I attended the ICANN Academy session yesterday morning, and I detected a certain amount of confusion in terms of where we're at. [Savy] shared that there's \$40,000 in the budget, and we haven't all seen that yet, but the approved budget hasn't been posted, but for leadership training, I'm really supportive of leadership training, the GNSO recommendations for improvement calls for leadership training, and training of others as well. So I guess I'm curious and we can take this off line, I'm curious where that \$40,000 budget item came from, how it relates to the various activities going on like the

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GNSO improvements, like the at large proposal for the ICANN Academy, et cetera and I think it's incumbent upon us not only to understand those things but to start to bring these multiple efforts together.

Kurt Pritz:

This is Kurt, so I think that's good. If I were to do it, I would have – and I'm sorry I didn't help, but I think our discussion is about the ICANN Academy or whatever we want to call it, and what activities we think are the most important to undertake first. Whether it's some initial steps, or it's a trial run of an ICANN Academy with certain steps in it, sort of disregard the budget number and say if we were starting up this program, this is how I would start it to be most effective and this is where I think we have the most payoff, and then compare with available budget and not spend money if we don't have to, but if we can demonstrate a rate of return, not just in dollars of course, but in terms of our goals, you know that's the argument for getting some more money, or getting the right size. So I don't think we should try to and you know this too so I'm kind of paraphrasing what you said, but we shouldn't be backing into a number. We should say and this is what we think would really pay off for the ICANN community regardless of where we are in the budgeting cycle.

Rob Hoggarth:

Marilyn has graciously given up her spot to somebody else, so I'm going to let that lady speak, then Bill, I'm going to sort of give you the last word in terms of next steps and the rest. Please welcome.

Female:

Hello, my name is [Narella Slack], this is my third meeting, and this time I have been a fellow and I am an alumni now. And this year I also participated at the Newcomers' Lounge, which was a great experience with the team with Marilyn and also (Inaudible). And I'm also a member of the Business Constituency. So after these experiences of course I'm linking everything I know and I have some ideas about how to maybe use the efforts at the newcomers lounge or the newcomers program is doing, also together with outreach activities among constituencies. Not only to leave this newcomer program alone but to use like make some kind of communication between the constituencies and the newcomers program. And I found out that many people maybe don't know yet about what the newcomer program is about and I think it's really important and I'm very happy that two newcomers have spoken here because they were both talking to me at the lounge, so I think it was a good experience.

Then another thing is completely different and it's about inreach, and for instance I'm participating in a working group right now, and I felt completely like a kamikaze, do you know that word, because I'm really not and I'm still feeling like that, because I'm not really knowing how this process is about. I don't know anything about policy and again, I'm just experiencing it and learning about it in the process. So for instance, I don't know what happens after the working group finished this process. I don't know how this goes in the community. I'm expected to learn this in the process but it would be really nice to know the whole process, before I'm into this working group.

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So I think the inreach is also important for people to feel engaged and to really being able to participate in a more useful way, so thank you very much for the opportunity to talk.

Rob Hoggarth:

Great thank you, I'd like to give Bill the last word from the community, then Kurt perhaps the last word in terms of your understanding and then I'll do a really quick summary, because I realize we have the Public Participation Committee starting right after this, and perhaps some of them arrived a little early and are benefitting from this conversation, Bill.

Bill Drake:

Just a quick anecdote and then a comment, the anecdote is based on what Ayesha said about numbers and perceptions and so on. We were in Korea and after the meeting, there was a little conference at Saul National University where we talked about internet governance; I went there and a woman got up and gave her presentation about how it's impossible for developing countries to participate in ICANN. And how ICANN is completely just an American organization.

And I said well hold on and I pulled out the attendance list from the Korean meeting and I started saying okay this person is from Lebanon, this person is from Oman, this person is from – but then I thought well why isn't there information aggregated in a simple way that I can point to like this. I mean the IGF puts out for every meeting a breakdown of who participated by stakeholder groups and regions and things like that.

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Why don't we have something that shows what level of engagement there is. It's a little harboring talking to staff who aren't hearing me.

But anyway I thought this is the kind of simple thing to start with, then the more important point is obviously there is a lot of energy in this community around this issue. There are lots of people who have been talking about this for a long time. We haven't now what staff is doing or planning. We should institutionalize some sort of process, some sort of team discussions, whatever where we can continue the conversation. We should leverage the meetings better to do that, why not have the standing session on the program every time about outreach so that the people that are involved in this can get together and talk and set up a list and some other tools for in between and try to begin to define priorities and what we want to particularly focusing on developing country issues I would argue.

Rob Hogarth:

I think that was a very good summary, thank you Bill. Well, the Public Participation Committee is starting to come in, I think some of them were sitting in the back of the room, I hope listening to this very useful conversation. What we're going to do in terms of process is produce for all the people that received Kurt's initial email and any of those who participated in this session, we would very much like to have from you your email address, if you're interested in future participation.

And then there have been a number of staff, Bill in the room taking copious notes, and we'll look forward very much to sharing that with you; and we'll share it with members of the Public Participation Committee as well. Thank you all very much for participating, welcome



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to the PPC members and let's just continue the dialogue after a very brief break with the PPC meeting. Thank you all.

[End of Transcript]