Regional Strategy Outlook:
Eastern Europe & Central Asia

Michael Yakushev / Alexandra Kulikova

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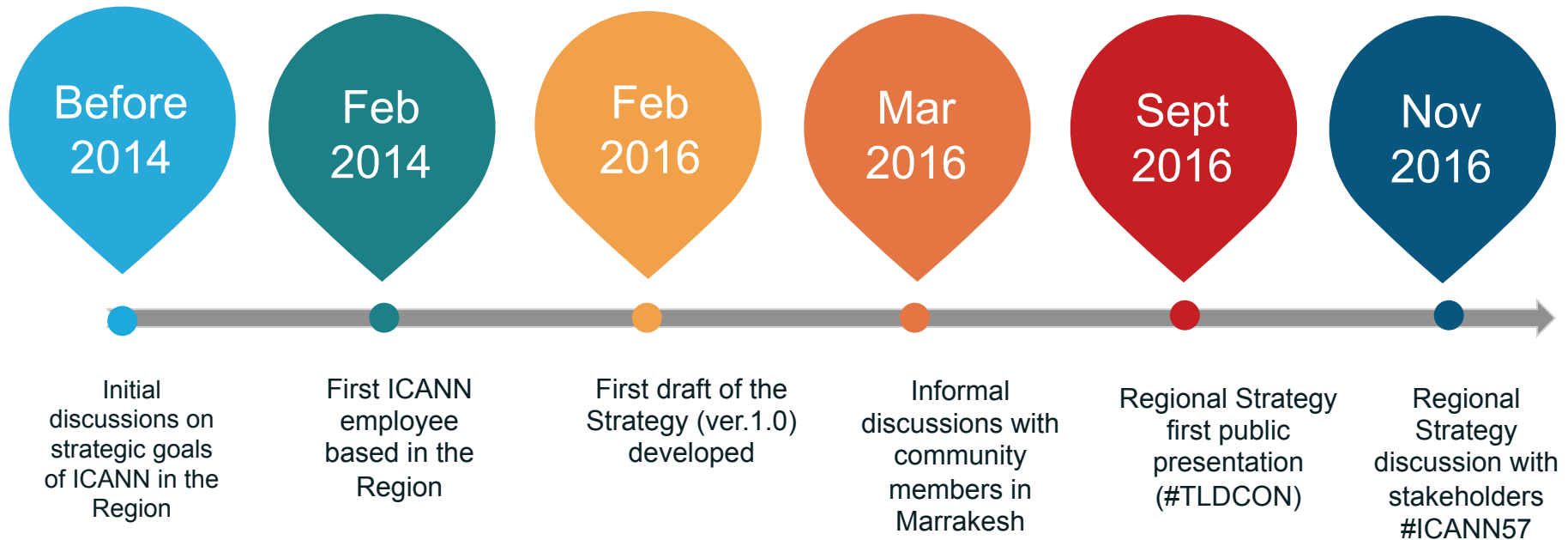
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One strategy – 12 countries

Eastern Europe & Central Asia at a glimpse

- 12 countries: 1/7th of the Earth land surface and 11 time zones
- almost 300 million people total population
- 19 ccTLDs and 6 IDNs among them
- .ru is the 6th ccTLD in the world (amount of registrations)
- Russian language is the leading language of the web content and Cyrillic is the biggest and the fastest growing IDN script
- 4 L-root instances (2 in Ukraine, 2 in Russia) + 1 in negotiation in Russia,
- 11 countries are formally represented in the GAC
- 6 ccTLD operators are members of ccNSO
- Up till 2016 <u>NO representatives</u> from the Region in ICANN Board
- Summer 2016 Russian community member appointed to At-Large Advisory Committee Board

Regional Strategy Development

Before 2014
Initial discussions on strategic goals of ICANN in the Region

Feb 2014
First ICANN employee based in the Region

Feb 2016
First draft of the Strategy (ver.1.0) developed

Mar 2016
Informal discussions with community members in Marrakesh

Sept 2016
Regional Strategy first public presentation (#TLDCON)

Nov 2016
Regional Strategy discussion with stakeholders #ICANN57

>> Strategy amendment with stakeholder feedback and implementation

Focus on ICANN 5-Year Strategic Goals (FY16-FY20)

▶ Further **globalize/internationalize** and **regionalize** ICANN functions

▶ Bring ICANN to the world by creating a **balanced** and **proactive** approach to **regional engagement** with stakeholders

▶ Support the evolution of the domain name marketplace to be **robust, stable and trusted**

Focus on ICANN 5-Year Strategic Goals (FY16-FY20) (2)

▶ Encourage engagement with the existing **Internet governance ecosystem** at national, regional and global levels

▶ Establish mechanisms to **increase trust within the ecosystem** rooted in the **public interest** and within **ICANN's remit**

▶ **Empower current and new stakeholders** to fully participate in ICANN activities

Regional Strategic Objectives

Regional Strategy as part of ICANN's corporate strategy

- Compliance with the global strategies and goals
- Due time and adequate allocation of resources
- Sharing best practices from other regions
- Cross-regional interaction

Objective 1

ICANN as a trusted point of expertise for DNS functionality, **stability, security and resiliency** with respect to local context

Objective 2

Focused and in-depth work with stakeholders to make **engagement with ICANN** mutually beneficial

Objective 1

ICANN as a trusted point of expertise for DNS functionality, stability, security and resiliency with respect to local context:

- Deliver first-hand timely update on ICANN activities
- Identify high interest topics for regional community members and offer relevant know-how and solutions
- Sustain and develop awareness raising and education efforts across stakeholder groups about ICANN, its mission and its activities

Objective 2

Focused and in-depth work with stakeholders to make engagement with ICANN mutually beneficial

- Integrate engagement strategies at the national level into regional confidence and capacity building
- Identify and elaborate on the most topical and regional-specific needs/consensual issues for engagement in the region/country
- Participate or assist in local expertise building on the topics in ICANN remit as a trusted partner
- Specifically encourage local technical community participation in global DNS industry and security development

Main Focus Areas

1 **Security, stability and resiliency of the system of unique identifiers (global Internet infrastructure)**

2 **DNS Industry: prosperity for national economy**

3 **ICANN-related policy making process**

Done with #IANA transition, what now?

- Sharing ICANN expertise at industry events in the region (IGFs, TLDCON, CyberCrimeCon, Eastern European DNS Forum etc)

- Facilitating Cybercrime trainings for Law Enforcement agencies with SSR team

- Facilitating few L-root instances installation

- Conducting new gTLDs briefings for local media

- Webinar updates (what would you like to be hearing about next time? Would you like to host it next time?)

Done with #IANA transition, what now?

- Looking for more engagement with academia (#MSU, MGIMO, Universities in Kiev, Minsk, Tbilisi etc.)

- KSK Rollover updates – watch the space in the next 1,5 years!

- Facilitating IDN label generation panels (Cyrillic, Georgian) work

- Growing more ICANN accredited registrars

- Promoting NextGen and Fellowship engagement

- There's more to be done…

How to get in touch

ICANN

Email:
michael.yakushev@icann.org
alexandra.kulikova@icann.org

Website: www.icann.org

twitter.com/icann_ru

facebook.com/icannorg

linkedin.com/company/icann

youtube.com/user/icannnews

gplus.to/icann

weibo.com/ICANNorg

flickr.com/photos/icann

slideshare.net/icannpresentations

Thank you!

We are looking forward
to your feedback!