
HYDERABAD – How to do outreach within each SO/AC

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CHERYL LANGDON ORR: I feel like I should be humming or making some sort of entry sound for our two moderators who are coming down the aisle together. Does this mean I expect huge harmony between the two of you.

Ladies and gentlemen, my name is Cheryl Langdon-Orr, and it is my honor and privilege to be the facilitator for today's high-interest topic, recognizing that today's high-interest topic is coming after a fantastic, wonderful, exciting and rewarding opening ceremony and, indeed, one which I want to note for the record I found the plenary speeches by the ministers absolutely inspiring. And so perhaps most of our likely members who would be in the room are outside still buzzing about what went on in the opening ceremony. That and, of course, there are caffeinated beverages available outside. So until they pack up the tea and coffee, we might have a few less people in the room just to start with.

That said, I want to get things started at what is now seven minutes past the top of the hour. And let me apologize to the

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remote participants if they have been waiting and virtually tapping their virtual feet in the virtual room.

What we're going to do today is look at how to do outreach within each advisory committee, support organization, and SG, which of course is a subset which the GNSO, in particular, will discuss.

What I'd like to start off with is just letting you know what our expectations are out of today's proceedings. Our expectations out of today's proceedings are that those two microphones on the stands there are not going to be there shortly. We are going to have two moderators -- Thomas and Peter. So we have ccNSO and GNSO input on this via our moderators, but the moderators will be taking the microphones in hand, and they will be coming to you as audience for audience participation.

So we are going to start with Sandra and Sandra is going to run us through a relatively short background briefing on what's happening now within the ACs and SOs about outreach and engagement.

What we're looking at at the beginning is an overview, a very high-level review, if you like.

We'll then look at three particular questions, and we want to spend about 20 minutes on each one of those questions.

If you have something to contribute, if you have a story to share, if you have an opinion you'd like to make public, feel free to do so. This is not us talking to you; it is us, the room, talking together.

So with that, I'm going to hand over to Sandra and hope that the audiovisuals are queued.

SANDRA HOFERICHTER: Thank you very much, Cheryl. I apologize for my voice. I have a little cold, but I still hope you will be able to understand me and I promise I will be brief in order to save a little bit of my voice for the rest of the week.

My name is Sandra Hoferichter. I am currently with the ALAC but will change to the NomCom during this meeting, and I'm with ICANN since 2010.

I was a member of the Meeting Strategy Working Group out of which this idea to do more outreach came on, and I think it's my duty to help us all to bring a little bit more light into the discussion and to help this community to effect more -- to do outreach more effectively.

So I was looking first what outreach means by -- per definition. Outreach is an activity of providing service to any population who might not otherwise have access to those services.

A key component of outreach is that the groups providing it are not stationary but mobile. In other words, they are meeting those in need of outreach services at a location where those in need are. In addition to delivering services, outreach has an educational role, raising awareness of existing services.

I think this definition is something we all can agree on. Our community is mobile. We are doing a lot of educational and awareness raising already within our SOs and ACs. This is not since this year. This has been going on since many years. And we are visiting countries where Internet connectivity or ICANN issues are not so familiar yet.

So I think with this, we are really in the best position to meet the definition which is taken from Wikipedia to meet this definition.

The proposal from the Meeting Strategy Work Group, and now that we have almost accomplished one cycle of the new meeting strategy, was Meeting A should not change that much. We introduced some slide modifications like having two public forums, one at the beginning, one at the end, and there were some slight changes in the program flow, but the meeting, as such, didn't change much from what we knew from before.

Meeting B actually experienced the biggest change, and with the shift to Helsinki this year, the concept of Meeting B got a little bit unsure because many things were done in the very last

minute, and the concept of visiting remote areas, smaller areas where we actually were not able -- where we would not be able to have an ICANN meeting because the facilities are just not given, this was not the case with Helsinki so I think although Helsinki was one of the best meetings we ever had, it did not really match what the group was proposing for Meeting B.

Our idea was that when we are going to remote areas, we should undertake every effort to bring ICANN and to bring our topics to that communities in remote areas.

The Meeting B was all the official things, like ceremonies and gala and all these things were taken away from Meeting B because we did not expect that ICANN will arrive or the ICANN community will arrive in full force. Meeting B --

UNIDENTIFIED SPEAKER: Excuse me. Could you please speak into the microphone a little bit more? We're having a hard time.

SANDRA HOFERICHTER: I guess we have an interference, then.

UNIDENTIFIED SPEAKER: Go ahead, please.

CHERYL LANGDON ORR: Sorry, ladies and gentlemen. It really is awful feedback there.

Yes, we know, but we can't fix it unless we keep talking.

CHERYL LANGDON ORR: Understood. Obviously I am not having problems being heard, but you're used to that being the case with me. Let's see if we can set Sandra up. Over to you, Sandra.

SANDRA HOFERICHTER: Thanks, Cheryl.

So meeting B, another purpose, for the community actually to get the work done, to meet, to discuss policy, and to meet the other communities.

And outreach was a very big component of this, and the idea was that each community is doing their own little outreach activities, whether they consider to be important for the communities that will meet in these remoter areas.

Meeting C -- and this is where we are now, which is a little bit longer than ICANN meetings have been before, was designed as a sort of make it a real general assembly, make it public to the global audience; provide the opportunity for journalists, for government, for academics, for all the people who do not follow ICANN issues regularly but are still interested in the topics, give

them a chance to really get the latest information, what has happened over the year at ICANN. Make it the sort of little Davos.

And here I see that actually all the communities would work together to bring that message to the global community, and of course here we need, to a great extent, staff support because this is not something we can organize within our own community.

And I've spoken to Sally Costerton from global stakeholder engagement this week, and she confirmed there have been press conferences, huge press conferences in advance, and the media attention, and newspaper as well as television was quite extraordinary before this ICANN meeting. So although we might not have realized what has been going on behind the scenes, I think a great portion of what has been proposed by this group already happened. And I think this is something we should recognize.

Just on a side note, I realize that some people were complaining Meeting B is too short to get the work done and Meeting C is too long. So of course we cannot make everyone happy, and I think that's what -- this is something we have to deal with.

So on the ICANN schedule we can read. This seven-day Annual General Meeting is focused on outreach, capacity building, and

showcasings ICANN's -- showcasing ICANN's work to a broader global audience.

As I told already, this has been taking place behind the scenes and beforehand. And I was visiting the ICANN meeting schedule, just typing and searching for the word. I could find six times the word outreach, five times the word networking and cocktail, five times the word capacity building, and of course this is not a complete list of what we understand on the outreach. Galas and little other receptions are not mentioned in here, so this is not a complete list.

But what I realized is that I have the feeling the groups, the community, each stakeholder group is still working in silos. There's not really a coordinated approach within the community. Everyone is little -- doing their little thing, and there is still a risk of duplication. And this was actually something we wanted to avoid when proposing a joint outreach effort.

And I think the collaboration between ICANN staff and the community could be improved. We should have known somehow in advance what the efforts have been to reach out to journalists, to academics.

I think this is something for the C meeting where ICANN staff is in a particular role of coordination, and I think we have to define a process how to bring up our topics and what we understand

and what we want, as the community, to do during the big C meeting.

For the B meeting, I think we still have the chance that everyone is doing their little things. Just to list some of the outreach activities which are currently under way. Of course there are generic activities like travel funding, translation, remote participation, meeting rotation, and also the website is a tool for outreach.

We do outreach at meetings with the public forums, with newcomer session and also, of course, with the social events.

There are special programs in place: Next gen, fellowship, leadership, mentorship, community on-boarding. I think we will see more in the future.

And then we have those outreach activities which are especially important for the B meeting, which are undertaken by each stakeholder group. Of course staff is doing their little outreach activities with the regional vice presidents, but then also the community is undertaking a lot of effort. And this is not just since this year. This has been the case for many years. The tech day for the ccNSO for instance, groups are organizing Webinars in advance to brief the community before they arrive to the ICANN meeting, team buildings, and also things like ad hoc activities, visiting a university or some of you might still

remember that the community was painting a fence in Durban. This was also an outreach activity.

So the question now is how we can improve on our activities and how we can enter the next cycle of the new meeting strategy. And I think this group will still be monitoring and observing how the community is doing, and I think this will be an ongoing effort. Implementation is key here, and I think this is what we should discuss now, what we want to achieve and, even more important, how to implement it.

And with this I would like to finish here and hand over back to Cheryl.

CHERYL LANGDON ORR:

Well, thank you very much, Cheryl. That I think has given an excellent overview and a clearer understanding of the aspirational asp- -- pardon me; I was going to have too many aspirations in a row. The aspirational desire for working more collaboratively and working more effectively that came out of the meetings team.

But I guess now what we're going to do is -- and if I can have the queue to the first slide of the first questions, please. What we're going to do now is hand to the moderators, and we've got three

questions, and it looks to me like we'll probably be around -- able to spend 10 to 15 minutes on each question.

The moderators will take a little time to introduce the questions to you. And if we can go to the next slide, please. I would like to remind you all that they are down with you so they can come to you easily. And if they recognize you, they may come to you whether you want to speak or not. The first question will be taken by Thomas, but when you take the microphone, I'd ask for the following things to be done. Identify yourself by name, feel free to speak in any of the languages that we have interpreters running in the booths for, and we have headsets available. If you're not multilingual, like I am not. Please have your microphone -- sorry, your ear pieces nearby so if someone starts speaking in, for example, French, we don't have people rushing to the back of the room to get the equipment.

Over to you, Thomas.

THOMAS RICKERT: Thanks very much, Cheryl. And let me introduce myself briefly to you. My name is Thomas Rickert. I'm from Germany and I have been on the GNSO Council for a couple of years, and for the last half hour, I'm proud holder of the ICANN Leadership Award, which I'm very thankful for.

[Cheers and applause]

And I'm representing an Internet industry association from Europe which is actually doing a lot of outreach, and I guess that's the reason why I have been asked to help with this session.

Now, we truly mean this to be interactive. And I'd like us all to practice how interactive we can be.

So you heard about existing outreach activities that ICANN is doing, and what I'd like to know from you now is whether you have been aware of those outreach activities or whether you did not know that some of those exist. Because as you may agree, those outreach activities that ICANN is doing, that the SOs and ACs are doing, are of little or limited value if the community is not aware of those.

So the little exercise that we're going to do now is if you know all these outreach activities, raise your hand. And even more easily for you to help with, if you don't know them, you don't have to do anything.

So participation by doing nothing is I think the easiest things you can do.

So who of you have heard of the outreach activities that Sandra presented?

And I guess the others in the room have not heard of all these outreach activities. So I think as a first result of this session, we can establish that ICANN needs to do more to educate, inform about the offerings that it already has in its portfolio.

So now moving on -- Do you want to comment? Okay. I didn't even have to ask a question, so excellent. Would you be as kind - - this goes for all of you. Would you be as kind to mention your name and your affiliation. And we would also like you to keep your statements to a maximum of two minutes so we can get as many people as possible contributing to this suggestion.

Please over to you.

NADRA ARESH:

My name is Nadra Aresh. I'm sorry about my voice. I'm ISOC Palestine, and we are part of the APRALO At-Large.

My question I want to add for his question to be accurate, because before coming to ICANN, I wasn't aware of this.

I want to ask you to ask the audience who are not part of the community, ICANN community?

That was my question.

THOMAS RICKERT:

Thanks so much for the question.

So let me pass this question on to you. Who is not, until today, who has not been part of the ICANN community?

So in other words, who is new to this forum? I'm sure we have a lot of newcomers. This is excellent. This is really excellent.

PETER VERGOTE:

Oh, that's great. That's really the great.

Okay, Thomas. If I can just come back to the first question that you asked, and I saw people might get confused a bit because you asked a question in a way like do you know all of these initiatives that are under the umbrella of outreach. And I think that probably we should take a step back and we should ask people are you aware of some or a majority of those initiatives? And we should try to get if the majority here of our audience is effectively aware of some of those measures or not.

THOMAS RICKERT:

Good question.

PETER VERGOTE:

So let's rephrase the first question that Thomas was asking you, and rephrase it in a way like are you aware of some or even the majority of the efforts concerning outreach that has been -- that has been listed by Sandra?

Of course. Can we have the slide back, please?

CHERYL LANGDON ORR: My apologies. It's a different presentation, so....

PETER VERGOTE: Okay. Well, I will have to do an appeal on your good memory. Try to recapitulate what was in the slide. And just basically the stuff that was on the slide. Did it ring any bells? Were you aware of this or was this completely new stuff.

If you were slightly aware of what was on that slide, please raise your hand. If you're completely unaware, then you don't have to do anything.

So can I see a show of hands or a not show of hands?

Okay. I think it's fairly the same result as you had with your first question.

So there is definitely some work to be done in terms of getting outreach more familiar to the people.

THOMAS RICKERT: And we have another person that wants to make an intervention. So let me come over to you. Please do introduce yourself, and you might want to stand up while speaking.

RAMAMURTHY: My name is Ramamurthy. I'm the chairman of Cybersecurity and Privacy Foundation.

Well, as far as India is concerned, before we were -- (indiscernible) here the question, India is about 70% villages. 70% of the population lives in villages, 30% in rural urban areas. And government is trying to do a lot because India is such a vast country. So government is trying to do so much for the rural areas. Educate them, give them medical assistance and all that.

So this idea that Sandra told about it is something very interesting. It must also be interesting for the government to take some leads on this and follow it up.

And that way they have got mobile vans which they send to villages which are remote, and doctors -- there is no hospital in that place. So this mobile van goes there with the doctors and help the people there to see, diagnose, give medicines and all that.

Well, it would be a good idea if this sort of, you know, reaching them through the Internet, give that facility to the villages. That way, through the same mobile van, it will be an easy solution. Like this, there are so many things that can be done. And so it only is part of bridging the gap.

You should also talk to our government. The government does not know that you have such a program.

So if only you are able to couple this, I'm sure that there are a lot of people, volunteers, who can come -- they can go to the -- along with the van, the Internet, and help those people speaking in the local languages. And that can be done.

I just wanted to....

Thank you.

THOMAS RICKERT: Thanks very much for that intervention.

Maybe we can actually achieve to get the slide deck changed and have the list of -- or the inventory of outreach activities up there because the question that we --

UNIDENTIFIED SPEAKER: We don't have any -- Which slide deck would you like? I'm confused here?

THOMAS RICKERT: The one Sandra was using.

CHERYL LANGDON ORR: Previous slide deck, the last slide.

THOMAS RICKERT: There's one slide with the inventory of the current outreach activities. Because the question that we have for you is whether you are aware of any outreach activities that are not in this inventory. So have we missed anything?

Is the community or ICANN doing more outreach that we're not aware of?

And I do see representatives of various stakeholder groups and advisory committees in this room. So maybe they want to speak up and talk a little bit about what their respective groups are doing in terms of outreach.

So I see a hand raised. Let me come over to you.

WEN: Sorry, I actually had -- want to comment before your question, so I'm not representing any SOs or ACs. This is Wen from China. Actually, I benefited from the fellowship program. So that's why I'm hesitating -- I was hesitating when you say if you know all of the outreach activities. Actually, I only know the first two.

So I was qualified for fellowship program. So okay.

Then I actually was surprised by how many new outreach activities ICANN are initiating. But I was surprised also that I was not aware. Actually, we -- During my daily job, I work in a registry, CONAC, and we watched -- followed ICANN policies very closely. So I would recommend you to post on ICANN blog, maybe, so that may reach other audience.

Also, ICANN has several engagement center. Like in China we have a China office, and I see the head of China office is here, and he has done a lot of work to translate all the -- or to organize all the major materials into Chinese. And we have a Chinese, like, social media channel to spread all those initiatives.

So I would encourage you to reach out first to other engagement offices or hubs so that they translate that into local languages. So that might reach out to a larger audience, so attract more attention.

Thank you.

THOMAS RICKERT:

Thank you very much. So I think localization of content to various languages is a very good topic to follow-up on. So let's take good note of that.

Peter.

PETER VERGOTE: Okay. Well, what I would like to hear since there are a lot of newcomers or people that are here or that were related with the ICANN community before, so I want -- I really would like to hear from those people. Have you come here through any of those outreach initiatives or how have you become part of this ICANN community?

If you have something to share, I really would like to know about that.

THOMAS RICKERT: Peter, we have a queue forming. So gentleman over here, lady over there. Here, there. So should we just walk to them, one after the other?

I think you were first.

Hello.

My name is Haziq. I am from the ALAC.

So what I would like to know is whether we have some sort of a monitoring mechanism for the outreach programs, because, you know, I belong to the ALS here in India, and I talk to several fellows from all the sort of ALSs. There are eight ALSs in India, and, you know, I talk to several fellows from the ALSs, and there

was -- you know, nobody could actually say what ICANN is. It was very unfortunate to, you need to know.

I just wanted to know whether there are some sort of, you know, monitoring mechanisms available with us that -- you know, that tell us whether the outreach has been properly, you know, utilized or whether the outreach has been successful. This is something that I would want to know.

PETER VERGOTE: Okay. Thank you very much. I don't have an immediate answer to that question.

UNIDENTIFIED SPEAKER: Also -- I also know that, you know, ICANN doesn't have much control over the ALSs or function of the ALSs, but is there a mechanism or, you know, auditing or monitoring program available that actually monitors so that the information that is been disseminated with respect to, or whether the outreach has been done successfully or not?

That's something I would like to know.

PETER VERGOTE: Okay. Well, as I said, I don't have any immediate answer to that question.

Sandra, do you have a response? If we don't, we certainly are going to note this down and take this up with staff, because I think it's an excellent question and it's probably very, very relevant to a lot of people here.

CHERYL LANGDON ORR: Peter, Cheryl here. Let me assure you there is working done in that and we will make sure we pick it up within the advisory committee you're referring to.

PETER VERGOTE: Okay. Sorry. You already have a mic. Go ahead, please.

UNIDENTIFIED SPEAKER: I'm Sintrista Panan (phonetic). First I want to congratulate the panel on having this discussion. I think it's critical for us to really talk about outreach as well as in-reach during this phase, this new phase of ICANN.

There are a couple I want to identify to be added to that slide. I know ICANN in the past has sponsored workshops and supported workshops at the IGF and that is one of having further knowledge of ICANN in a different space.

There's also different communities of interest within the ICANN meetings. Like the Kurdian (phonetic) group. We meet for lunch

on one of the days during the meetings and this has really caused us to build our community of interest and build our representation within the ICANN space as well.

PETER VERGOTE: Okay. Barrack, did you raise your hand for intervention as well? Oh, sorry.

BERAN GILLEN: My name is Beran Gillen. I entered ICANN in 2012 as a fellow. I was also a fellow in 2013. I'm now part of the community onboarding program. I do notice one outreach activity that I believe is not on that list. CROPP, Community Regional Outreach Pilot Program. It's not on the list. So maybe we need to add the to the list. I also have a question. This session I believe, is it a session for in-reach within the SOs and ACs or is it outreach as in ICANN outreaching to the community at grassroots level? If it's outreach, I believe the GSE team of all the regions should be here.

THOMAS RICKERT: We can try to answer that, so the question or the purpose of the session is broad. We're looking for outreach beyond the group that is already forming in SOs and ACs. We want to discuss all the outreach efforts. Actually, we do have GSE, which means

global stakeholder engagement representatives from ICANN in the room. So they're following this. And we will surely invite them to speak to their activities a little bit later on during the session.

BARRACK OTIENO:

Thank you. My name is Barrack Otieno from AfTLD and AFRALO as well. I'm in the ccNSO and ALAC communities. My first engagement with ICANN was way back in 2010, the meeting that was in Nairobi, so I jumped into the deep end. I'm lucky because of mentorship. I think I met a few people who walked me through this journey and helped me understand the important issues as quickly as possible. I think I consider that an important complement of outreach. I can see it under this special programs. The reason I can see that, when you look at other efforts like travel, travel is a weighty subject in itself. Because if you're traveling for the first time, then the whole world becomes a heavy load on you.

So trying to understand ICANN and the whole world is quite a subject, and maybe that's something also what looking at as we balance.

I wanted to say three things. One, as we discuss outreach, ICANN is evolving really fast. And if you're bringing in someone in an organization that is changing really fast, it's not an easy

thing, because you decide to either catch up or leave. So one has those two options.

The other issue is also the evolution of the ICANN community. I want to say that in this community, we have the old generation, those who have been there since ICANN started. When you're running a relay to win, you can only -- the strategy of winning is only as good as how the baton is exchanged.

So in an important season or issue of ICANN, the baton is being exchanged and if we don't do this well, then we'll lose the relay. If we do it properly, then it will work well.

So I'm trying to say that this will be in ICANN from the time it started of a great responsibility to transfer this knowledge and ethics to the new generation that is picking up the baton going forward.

So in as much as we discuss outreach, it has to be looked at within this context because I've only been able to fit in the community to the extent that I've been able to understand how the community started.

So I think those are the two issues that I wanted to highlight at this point.

PETER VERGOTE: Thank you very much. I'm looking if we have some further people down here. Please.

MARY UDUMA: Thank you. My name is Mary Uduma and I'm from Nigeria. I got to know about ICANN way back in 2004. When I got there, it was like I was in a deep blue sea where I didn't know anywhere to go to and there was no newcomers program I cannot really go and come of age and has done a lot to reach out to what I call the unconnected.

In my region, there are so many unconnected areas. And one of the things I want to raise here is the unconnected number one is the government.

The government of Africa has a lot of difficulties understanding ICANN. So I think this outreach, when we're talking about those that are off site, they are unconnected or this group would have to design activities that will engage more on the government.

The government in my region, they go to ITU, they understand ITU, they understand the workings of government talking to government. They don't understand -- the business of the region is more of the government than of the private sector.

So that communication has not fully gone down well. So you find out wherever there's a global mixing or the ITU meeting, the African government will oppose ICANN.

So how do we bridge that gap?

How do we get to the unconnected get them connected? Some of them have been attending GAC meetings while sometimes you see one face and the next meeting you see another face. So those are things that have been affecting that region.

So I think it's good that this thing is happening. That's why I came. I wanted to make this point.

At the last webinar, I said it to our people, even though we have engagement office, ICANN has an engagement office in Nairobi, but I don't know how that engagement office is going to work in such a way to bring the governments of Africa to understand the workings of ICANN. They don't understand it.

Thank you.

UNIDENTIFIED SPEAKER: I think this -- thank you.

ISAAC MAPOSA: Isaac Maposa for the transcript record. I came through the fellowship program ICANN 52 in Singapore into ICANN and now

I'm part of the at-large community on-boarding program. One thing I understand is when we do our outreach, it should not be like a hunting but like gardening, whereby we must have some photo ops to our outreach efforts. Like some people, they may have an interest in ICANN activities, but maybe later during their time they just drop off and there are no photo ops to all those people. So we must actually have some statistics of what's happening. And what caused someone not to continue within the ICANN way so that you can actually support the problems within our outreach efforts. Thank you.

THOMAS RICKERT:

Thanks very much. I guess this is most interesting. We heard from you concerns about, you know, how we can take the ICANN community to the next generation. But then from Mary, we heard there's an additional layer of Internet governance being the relationship with government, some of which do not support the multistakeholder model. I found the statements that were heard in the opening speeches extremely encouraging that in they're supporting the multistakeholder model as it does, and if you permit, let's take maybe a little excursion into the world of ITU government and their relationship with ICANN. So we do have a distinguished colleague in our room, Kavouss, who has been very familiar with the ITU processes for decades.

So, Kavouss, if I may put you on the spot, can you briefly explain how the relationship between ITU and ICANN has evolved? We remember there were times when the word ICANN hasn't even been mentioned at ITU meetings, and, you know, so that we all understand better the relationship between the two organizations? Would that be possible? Just very briefly.

KAVOUSS ARASTEH:

Yes, it is possible to explain very briefly. One problem -- one of the problems is that ITU still continue to believe that he should be the master of the Internet.

Number two, is that there is a big gap of understanding what ICANN is doing in the government.

I was among those before joining so extensively in the ICANN, I did not have a clear idea about ICANN. Joining the ICANN since last year for years and being very much involved, I am one of the supporters that we have to mention to the government that you cannot do it yourself. You can do it with others. Join others. Put your hand in hand of the others and do something collectively.

But if you continue to say that I want to do it myself and ignoring others in particular because of the, sorry, structure of the government ITU, there is little room for the private entities.

Until that idea is not resolved, it would be difficult to have understanding. I told in many meeting in the ITU, please open your door to the outside. If you continue to talk to yourself, you will not have any better idea of what the work is doing. So you have to talk with others. You listen to others, you put your hand in the hand of the others, but this takes time because government are a very complex structures. It is not one single person or one single ministry decide. There is a global thing and there are many things.

When the politics comes, the issue becomes difficult, very difficult. But I can tell you that the situation is improving. As you mentioned, it was a fear that name of ICANN should not be mentioned. There was somebody saying in one conference that I assure you that the Internet will not be explained in this conference, that's all.

Can you imagine that? Just a few years ago.

So now the situation is better. ICANN is in the ITU resolutions, resolution 101, 102, 103. There are some where mutual collaboration, it takes time. But still there's not a good understanding of the activities of ICANN in the ITU and clear reason of that was a resolution brought by some countries to the ITU saying that ITU must be responsible for the top level domain

and also for many other things which ITU cannot do it alone. You must do it with the others. Thank you.

THOMAS RICKERT: Thanks very much, Kavouss. So that was just to give you an update on where we are with governments. As you know, the IANA stewardship transition that was successfully completed has made, you know, with the bylaw revisions, has made the government advisory committee part of the empowered community. So we're moving closer with governments, and I think we should note to our list that outreach to governments and educating governments should be one important mission of ICANN.

We have a lot of interventions. I think Peter has given the microphone to another gentleman. Please.

PETER GREEN: I'm Peter Green. Sorry. My (indiscernible) name is Peter Green and I am Zuan Zhang from CONAC from China and based in Beijing. And to echo this topic, I will share my reflections on how to do outreach to civil society. To have -- for more information about me, I start my ICANN journey by being selected as a fellow for ICANN 49. And then I became a fellow in ICANN 56 in June.

I have found out a very interesting phenomenon. The phenomenon is that several years ago, maybe three years ago, there are only two Chinese fellow in our country.

And the reason why there's only two fellows, maybe my guessing is that few people had been aware of this program. And so the reason why there are so many people, mostly young people in this community, I think ICANN has a very good initiative to start by bring more young people to this community.

But the problem is that they know ICANN only by people who have been involved in ICANN community.

ICANN community is very, is very broad, is very vast. But more people from the world, they do not know ICANN.

So my idea is that would you consider going to the universities?

And by doing this, my idea is that in universities, colleagues, you have teachers, professors that teach students every year. And on the other side of the coin is that students have friends, have families. They can share their knowledge about ICANN. If they have, they can share their knowledge about ICANN with their families, friends.

I think maybe we should consider going to universities. That's my only a rough idea about this. Thank you.

THOMAS RICKERT: Thanks very much. That's an excellent idea actually. We have time for three or more interventions. Can those who wanted to speak please raise their hands so we can --

PETER VERGOTE: I have one customer over here, Thomas.

PIERRE DANDJINOU: Thank you very much. I'm Pierre Dandjinou. I'm the VP, ICANN VP of Africa GSE. I just wanted to actually thank, especially for some of the questions. And since we're so refer to the engagement of office of Nairobi, I wanted to dwell quickly on that and say that definitely we understood it was important to engage with governments. Being in Nairobi for us now is yet another step to really move forward and deepen our engagement with government. We are always doing this actually.

What I'm just trying to do here is that we rely on kind of local actors, local ICANNers as we call them to really help us do this. In one or two words, it's about ignorance. Ignorance in terms of (indiscernible) they don't understand ICANN, but not so only government. You know, I was in South Africa at all of those meetings for journalists that we had 300 of them in that room.

When we put the question, who knew about ICANN, only two or three of them.

So the outreach is for so many people that we have to do it, but we can't do it on our own.

Quickly or so on ITU and ICANN. We're working. For instance, we have good relationship with the ITUs, you know, regional office in Addis Ababa. We invited them to many meetings. We are trying to have much more close link with the regulators. They're quite important in Africa, especially in telecommunications. We're also trying to build some causes for them on Internet governance. So we're trying to work closely with them. So I will not say that we are starting from scratch. Things are happening, and definitely with our engagement center, in our office in Nairobi, really think we could be doing more on that. I would like to rely on you. We have three staff members in Africa, and it's daunting what you have to do before. You are talking about 54 in (indiscernible) countries, but things are happening.

When I see this, you know, this meeting and the type of question you are putting, ten years ago that was not what we were having. So definitely for me it's quite positive anyway. Yeah, I should just put that one on the focus. Thank you.

PETER VERGOTE: Thank you, Pierre. Okay. I think we have some more speakers over there. Here we go, sir.

UNIDENTIFIED SPEAKER: Yeah. (Saying name). This is the first time I'm attending this ICANN. So I first like to thank everybody who organized this, such a wonderful letter to this technology.

Okay, this technology is helping human needs. Maybe not for everything, but for something it is helping. What my belief is that like Internet came -- before Internet, we are very open for living (inaudible). And after coming this Internet, we're attached to the systems and technology and we don't know what we have gained or what we have lost.

But if we balance it, so maybe it will be welcome for everybody. That's all I want to say. Thank you.

THOMAS RICKERT: Thanks very much. We have two more interventions over here and then I think we move to the next question.

STEPHANIE VAN GELDER: Thanks very much, Thomas. Hello, everyone. My name is Stephane Van Gelder. I chair the nominating committee, and I don't know if -- I see Cheryl. She was the chair of the nominating

committee before me, so I don't know if you've talked about this, but the NOMCOM is also I think a vehicle for outreach. You want me to turn around. Okay.

The NOMCOM is also a vehicle for outreach. I think it's actually one of the entities within ICANN that's doing a lot of work to improve the outreach that ICANN does.

The nominating committee being tasked with finding people that may not be in the ICANN fold and bringing them into the fold so that they can take up leadership positions.

We have to be inventive about the type of outreach that we do. And a lot of the times we're actually ambassadors for ICANN because the people that we meet and talk to, we are the first ICANN representatives they've ever seen. So a lot of the questions that you're dealing with here today, and I apologize by the way I was told ten minutes ago that I was supposed to be on this panel and didn't know that, so I would have loved to have been able to take part in the full panel.

But the questions that we're dealing with at nominating committee level are often how to explain ICANN to people that -- in a way that makes them interested to at least volunteer for the positions that we have on offer.

It's not a simple problem to solve because ICANN is very complex. It has very many moving parts.

But when we talk about simple things like online identity through domain names or the type of IP addressing protocol and domain name relationships that ICANN oversees, we often find that we're able to get people interested.

So we're trying to both keep it simple in terms of what ICANN does without the complexities of the SOs, ACs, the board relationships, et cetera and also trying to educate people at the same time about ICANN.

I really liked the idea that the gentleman speaking before me had about going to universities. I think that's an excellent way of starting the chain of information about ICANN.

There's also another, I think, interesting initiative that I'm involved in to do outreach, which is the DNS engagement center, which is a body that goes out to people that are in the I.T. industry, maybe in the domain industry, maybe not. For example, we're doing a workshop in Africa in early December, and the idea there is to teach about the DNS industry specifically. I think through initiatives like that, we're able to make people understand what ICANN does and why it's important both as an opportunity to be involved at the highest

levels of Internet governance and also an opportunity for anyone to be involved.

One last aspect, I think, which is very important. I'm half French, half English. If I wasn't half English, I don't think I'd be able to be involved in ICANN as much as I have been. So the last thing I want to highlight is that there's a language and cultural element to it, which is extremely important. And ICANN remains very English centric today, and I think that's another challenge that we have. Thanks very much.

PETER VERGOTE: Thank you very much, Stephane. Before we go over to the next set of questions, Thomas, I had two people in my queue. Can we take them first before we move on?

THOMAS RICKERT: Let's take the three of them.

UNIDENTIFIED SPEAKER: This is Mayesh (phonetic) from Hyderabad from India. The first time I attend ICANN. Outreach programs to Internet from media, the rural of the rural part where they don't (indiscernible) the Internet in the system. This can go to the development of the rural areas which (indiscernible) development nationally and

internationally. Education and health and culture and (indiscernible) of ICANN to English is very important. Every country wants their own language on the panel, but it should work out internationally how we connect language-wise. Thank you.

DEV ANAND TEELUCKSINGH:Hi. Good morning. My name is Dev Anand Teelucksingh. I am involved in At-Large, and in fact I am the chair of the ALAC subcommittee on outreach and engagement. So this has actually been quite interesting to hear some of the feedback on ICANN's outreach events.

One thing that's actually missing on this slide, I think what should be noted is social media. It's actually -- Because it is practically a -- for most persons outside of the ICANN bubble, the only way anyone remotely hears about what is ICANN. And other than news organizations that sometimes portray ICANN in a very, well, uninformed way, to put it that way.

So that's probably one thing that needs to be there.

And I also want to talk about, like, sometimes one of the big difficulties with outreach is that these face-to-face meetings, it's not just what the actual meeting itself but it's actually about being able to access the discussions that happen after the

meeting. Often I find that it's very, very hard to find out what were the actual discussions. You have to be really inside to figure out I need to go to this link to find this transcript and so forth.

So it's actually very, very hard. And I think actually a lot of the face-to-face value is lost when it's -- most of the content is inaccessible after a meeting.

So that's probably my two key points.

One other concern and criticism -- maybe a criticism is it's often very hard to break down the communication between the silos within the different ACs and SOs and it's been very hard. For example, there's also been outreach calendars been set up, and I have been trying very hard to try to get other ACs and SOs and GSEs to try to, hey, let's collaborate and get this, update these calendars. And it's been very difficult, to put it mildly.

So let's work, communicate a lot better.

UNIDENTIFIED SPEAKER: Good morning. I'm a co-chair with Dev for North America for the outreach and engagement.

The approach that I've taken with my outreach to the wider community is to focus my attention independently from the committee; is to look at the 420,000 members of IEEE.

IEEE has an Internet working group. I worked with them on creating open platform for introduction to Internet governance; a very, very large section I put in there with ICANN material so that people can come in and access information, what they need.

So I followed the strategy that Diplo did, and Diplo has particular pillars in the Internet eco space.

So the information is now being translated. My presented in the front here is translating the material into Arabic. I have six Indian languages that will be translated. I have volunteers from the Spanish and Portuguese community as well. But the essence of the material, it's an (indiscernible), is that the material allows people to come in on what their interest is.

So the focus of this project is to provide engineers an overview of the bigger space.

Remember, the Internet was created by, mainly, IEEE engineers. But they really don't understand the social, cultural, legal, economic, political issues. They really know the technical.

So when I actually go to sections or IEEE meetings, I talk on their level and then I sneak in the other stuff.

So you really need to tailor your message of who you're talking to.

If you go there with a lot of ICANN material, the eyes glaze over so you have to start really slow. We have an expression in the west, when you eat an elephant, you start piece by piece. So a little piece at a time, and then you go from there.

Thank you.

THOMAS RICKERT:

Thanks very much. I should add I don't encourage you all to eat elephants. Not too many. It might not be good for your health. So, Cheryl, do you want to --

CHERYL LANGDON-ORR:

Yeah. I'm just going to intervene here. I'm really happy with the flow of the conversation and I just want to really briefly introduce the two formal questions that remain, because what I've heard is we're already addressing those questions in what's been happening.

So I'm just going to read to the record what those questions are. That might inspire a few more of you to put your hands up. As it is, I see two people behind you, Peter, and one in front there.

So now, as you're considering how we will spend the next six minutes, maximum, briefly, six minutes of our time, I would like you to also introduce what -- from an advisory committee or a support organization, does it mean for your AC or SO? What is outreach in the difference between what a ccNSO does or an RIR does or the GNSO or the subcomponents thereof.

So maybe some of you would like to comment on that.

And finally, let's not forget the opportunity of collaboration. Let's see if there are some comments that some of you would like to come forward on -- I have one down the front already -- about opportunity for collaboration. And then I'm going to take a very small amount of time at 14 -- 13 to 14 minutes past the hour to wrap up.

THOMAS RICKERT:

Thanks very much, Cheryl. Before we move on in the queue, let me ask one question that I'm personally not interested in. It's not on the script. But if you think some of these outreach efforts are a waste of time or money, if you think that some of these are

totally inefficient and should be taken off the list, let us know.
This is the place to say it.

Peter, I think you have more people in the queue; right?

PETER VERGOTE: Yeah. I have one gentleman here.

MANGAL MURTHY: Hello, good morning. I'm -- This is Mangal Murthy representing OTIF Solutions. It is automation company.

This is my first session in ICANN, and still I'm thinking in what exactly it is and how it is working on and listening to all these discussions.

I was curious to ask a question in terms of whether ICANN is also looking into the policy matters or implementation matters of Internet of things kind of thing.

And what are its implications when we're talking about rural connectivity and all these things? So what are its implications on that part of it? That's my question.

Thank you very much.

THOMAS RICKERT: I think we're collecting the questions and follow-up afterwards. So I guess this is just to provide food for thought for those who are working on these outreach programs.

HADIA EL-MINIAWI: Thank you. My name is Hadia El-Miniawi. I'm the manager of the Domain Name System Entrepreneurship Center which is a partnership between ICANN and NTRA of Egypt.

I just wanted to make a quick comment about the talk about the relation between ICANN and the ITU.

The center was present at the global symposium for regulators which is an ITU symposium organized annually. We had a booth. We were giving away fliers, brochures, give-aways. We had a video. We were -- I was answering the participants' questions. So in a way or another, that was an outreach and an awareness program which, being present in ITU event, was a chance to let people know about the ICANN as well.

Also, part of our outreach and capacity building program, we have a youth outreach program in which we reach to university students and fresh graduates in cooperation with the university's networks, and also in cooperation with some of the major industry players or companies, like IBM, which they have

students' programs as well, LEA (phonetic) university program, or leading to Africa.

So we also made a partnership with them and are going to collaborate with them on giving workshops, holding workshops with them to the trainees. So that's my quick comment.

THOMAS RICKERT: Thanks so much.

UNIDENTIFIED SPEAKER: Hi, this is (saying name) within ICANN. And we have multiple stake players. We have ITU, we have (indiscernible), we have ICANN, IETF and everything.

What we can do is the better way to connect the next 2.4 billion people is we use our knowledge and reach the people in such a way. We list even a common person, what are our language, what are our culture so as that Internet reaches everybody and it will be safer. And what is Internet, is global economy. The economies of (indiscernible) of the world, societies and all, will make the economies to a grass-root level and will make this (indiscernible), recycle, reuse, and broaden the knowledge and create the new knowledge to connect the people and 4 billion people. And let us move forward on that basis. As a multistakeholdership, we are already talking about that one.

(Indiscernible) the IANA transition is that one. And we'll make that goal. We'll make it simple, and make it simple reaching everybody.

Thank you so much.

PETER VERGOTE:

Okay. Thank you. How are we doing on time, Cheryl, because I have at least one, two, perhaps three people that want to speak up.

Can we have those three people? Okay.

NADRA ARESH:

Nadra Aresh from APRALO.

I just want to talk about the relationship within -- the outreach within the ICANN. I'm talking about the GAC for example. I'm taking that for example. There is the assumption that every GAC representative is knowledgeable of ICANN duties or what the terminologies, or whatever.

For example, yesterday I was in a session about -- saying about country code, the generic Country Code Top Level Domain, and I was speaking with some rep from the region about this, telling them we have to aware. And they are not aware of such issues being discussed as a GAC representative.

So my -- my suggestion is to have a kind outreach within. Like not have the assumption every GAC representative knows. So we have to reach them to give them training, like is maybe the fellows, maybe they know much more, especially I'm targeting GAC representative from developing countries.

So this is my point. Just to reach them out.

Thank you.

PETER VERGOTE:

Thank you very much.

Mary, yeah, also wanted to intervene.

MARY UDUMA:

Just one minute. I'm Mary again from Nigeria, Mary Uduma. I want to speak on collaboration within the SOs and ACs, collaboration, that one. And again in my own country, we have gone beyond just saying we're going to organize forum. We establish work, we call NIRA Academy. There we teach young people the business of domain name business. So it could be a collaboration. It could be a platform that ICANN can explore all, you know, participate all, leverage to be able to reach that. And the school of Internet governance as well. We are organizing -- We are trying to organize a national school of Internet

governance. And that's another way of reaching out to those that are -- they don't reach.

And yesterday I heard about Brazil talking about reaching out to the judges and the -- and the lawyers in our community, because where there are issues, where there are problems, we go to the court.

So those are things that we are going to, as well as collaboration. Let's look at that, the other professions in the community.

Thank you.

PETER VERGOTE:

Thank you, Mary. And I had one final person who wanted to intervene.

Okay.

[Laughter]

WEN:

Thank you very much. This is Wen again from China. I wanted to follow up on the suggestion of how to sustain dialogue after face-to-face meetings. Actually, I find that personally challenging because after you go back, you have full-day job,

and then maybe there are five or ten million lists that you have to follow, and it's very overwhelming.

And to trace back all the topics sometimes is very distracting, because people are taught, like, just to echo, echo, and then you see ten echos of one -- one idea.

So I just wonder -- I'm just wondering, since ICANN had this website, but there's no interactive section on ICANN website. So all the participants of ICANN goes after the meeting they have no way to communicate any given subject or interest groups.

So I'm not sure if you can suggest ICANN to -- I'm not from a technical background. I'm not sure how this could be, like, difficult or not, to add a section of interaction, like put the public forum onto the ICANN website.

Also for recent ICANN meetings they have an app, like ICANN 56, ICANN 57, but after this, I think it's gone.

So since ICANN is so important, I think it deserves to be treated importantly by itself. So why not we develop an app, just called ICANN, not ICANN 57, not ICANN 56?

So this might help to sustain the dialogues after the meetings.

Thank you.

PETER VERGOTE: Okay.

THOMAS RICKERT: Thanks very much. And before we hand it back over to Cheryl, with we just check that there are no wishes to speak from the remote participants?

CHERYL LANGDON-ORR: I can assure you he'd have caught my attention if that was the case.

Ladies and gentlemen, I'm going to ask the indulgence of another 60 seconds or so of your valuable time. I recognize, as we all do, that you are all volunteers and as such, your time is extraordinarily valuable.

But your commitment to ICANN and the work of outreach and engagement, regardless of what part of ICANN you come from or, as newcomers, what part of ICANN you may be going to, I heard a couple of particular terms that I think we can hang our notes off ask come back to you all, the community, with perhaps some next steps and planning.

I heard the need for knowledge sharing. I heard the need for knowledge management. I heard the need for sustainability. I heard the need for, on a number of levels, in a number of ways,

collaboration, and that includes collaboration with targeted market -- targeted objectives such as looking specifically at the unconnected, at the government sector, at those who are unaware of what goes on inside of the ICANN bubble. And most importantly, youth.

So it looks like we have to start -- dare I borrow something from agenda 21 many years ago, thinking globally and not forgetting to act locally.

Thank you to the tech teams. Thank you to the interpreters. Thank you to the fabulous -- and may I ask you to give them a round of applause, moderators and presenters, and goodbye!

[Applause]

[END OF TRANSCRIPTION]