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HYDERABAD – At-Large Leadership Working Session Part 3  
Thursday, November 03, 2016 – 13:45 to 15:00 IST  
ICANN57 | Hyderabad, India

HOLLY RAICHE: For those who were not here in the last session, the first session here is just a brief rundown [or review of the] – and Tom was very kind enough to point out that this is an incorrect title. Who was paying attention and can explain to the rest of the group why that’s the wrong title? My next question is the same question: why is that an incorrect title? Was anybody listening in the last session?

[HEIDI ULLRICH]: Holly, may I answer?

HOLLY RAICHE: No. Is it Andre? Andre, why is that the wrong title?

ANDRE: I have no idea.

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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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HOLLY RAICHE: Was anybody wide awake enough at this table to know why that is an incorrect title? Maureen? See? It's an APRALO person who knows why that's wrong.

UNIDENTIFIED MALE: AFRALO as well.

HOLLY RAICHE: Wafa knows. Does anybody else? Can everybody hear Wafa. Thank you. It is a review of At-Large, not ALAC, and they are not the same things. ALAC is a structure that sits on top of RALOs, that sits on top of ALSes. So for everybody who knew the correct answer, terrific. Next slide, please.

This is just a review of what has happened in the last hour. What we started off with in the last hour was looking at this is the second of the At-Large reviews. The first was in 2008. The RALO structure barely existed. ALSes were not part of the structure, not entrenched in part of the structure.

This review is actually going to focus not only on the At-Large community but more on the RALOs and the At-Large communities themselves and how we all interwork.

We had a presentation of ITEMS, which is the independent examiner. Basically, the survey that has been conducted – and I

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might remind you for those who still want to contribute, the survey does not close until 9 November – there were essentially four things that came out of the survey results.

The first was a discussion about mission and purpose. Who are end users, what are we doing, and how are we talking to each other?

The second one is, how are we talking to each other? What is the relationship between the RALOs, the At-Large, the much larger group of the At-Large Structures and ALAC itself.

Then in sort of a larger setting, what is the structure and what are the relationships between ALAC and ICANN, and how do we interrelate in terms of policy development, in terms of the input, in terms of what we do?

And then, how are we accountable both ourselves and to ICANN and even to the larger community?

One of the interesting results: we found eight of us think we're doing a terrific job, and the rest of us aren't sure. [It's terrific.]

The draft recommendations have not come in yet. They will be formulated after this meeting and after re-looking very, very carefully at the results of the survey that's almost closed. We as the working party will have a look at the draft report and the draft recommendations. The next steps will then be it goes to

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the Board and finally we will have probably a year-long process of just implementing the sorts of recommendations that come out the survey.

This is followed by a discussion, which we do not have time for, so could I have the next slide, please?

This is just to clarify the objectives of what we're doing. This is directly from what the Board says we're doing, so that's exactly [why] we're doing it.

We're looking at the effectiveness of how well we've implemented the 2008 recommendations. Then also on the components of the At-Large community, how they're working together and what are the criteria by which we judge ourselves. Next slide, please.

This is the timeline. This is the timeline for ITEMS, which is the independent examiner. We've already gone two-thirds of the way through. We are at the stage where the survey itself will close on 9 November, which gives people still time to comment. But somewhere between the end of – mid-December, there will be a draft report and there will be an opportunity for the working party to have a look at the draft report before it goes out. It will go to the Board. There will be public comment and there will be a final report to the Board and then implementation. There is a bit of a road ahead beyond those

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flags, but it's for us and then it's for the rest of the community. Ariel, one more slide, I think?

No, we're not going to have questions and discussion. We don't have time for it. Are there any questions on the process? Because the presentation that we just had, which was an hour, will be on our website. I'm around, and indeed the ITEMS Team is around, to answer any questions that you may have. But we are out of time, so I'm going to hand over to Tijani.

TIJANI BEN JEMAA:

Thank you very much, Holly. The next point on the agenda for this session is a discussion with two very important departments for At-Large, which are the Global Stakeholder Engagement and the Development and Public Responsibility Department. Why those two departments are very important for us is because you are potential users of the services of those two departments.

You know that the GSE is about any regional activity. So all the vice presidents for the regions are part of this department. You know very well that we are spread all over the world, so the regional activities are very important for us.

The second department is about a lot of things, in fact: Fellowship, NextGen, onboarding program, learning, and also

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the public interest. We, At-Large end users, are really potential users of the services of this department too.

I am happy to welcome Sally Costerton, who is managing those two departments. First, I will give her the floor to make some introductory comments, and then we will continue the interaction. Go ahead, please.

SALLY COSTERTON:

Thank you very much, Tijani. Welcome, everybody. I say welcome; hello, I should say. It's very good to be here. It's always good to be here, and it's always good to see you at the beginning of an ICANN meeting. It's like somebody firing a starting gun. Although, we have actually in fact been here since Sunday morning. So to be completely honest, I do now feel like I live here, and I was somewhat horrified to realize this morning that, despite feeling like I live here, we have in fact got another seven days.

I'll be very interested to get feedback later. This is a slightly different point, but we will be putting out some communication from the Meetings Team, which also reports to me, after this meeting in terms of doing some research with all the community after the first year of the new meeting strategy at the end of the Hyderabad meeting.

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As you all know, many of you were extremely involved in the preparation of the new meeting strategy. We've had three new meetings, and we will have run a full cycle of that first year at the end of the Hyderabad meeting. So we'll be coming back to you and working with some of you to put together some research to say, how did it work out? Did we achieve the objectives we intended? What happened when we rolled it out? What did we like? What didn't work as well as we thought? What worked better than we thought? What would we do differently into the future?

Today, we'll talk about two or three things. Just to start off, we have some team members with us. If the regional vice presidents could all stand up and wave. You seem to have acquired one of them as part of your ALAC Team over there. I'm not quite sure how that happened, but that's fine. There's Michael over here. He has switched roles. Thanks, guys. We also have Ergys and Betsy from the DPRD Team over here.

We want to make sure in this session that we do have some time for open questions. But you've given us some very specific questions, which we're going to tackle first. But just in terms of usage of time, I'm looking at Heidi here to help us in terms of moderating so that you have time to ask any questions on any topic you have of the people that are in room.

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The questions you specifically asked us to look at ahead of time were the following. There was a special budget request for access of the RALOs to local engagement budgets of around \$2,000 per RALO. This was the application that was approved. You've asked us to comment on how that will be implemented. Rob Hoggarth is going to pick up. I should have introduced Rob, but I guess you all know Rob. He's going to pick that item up, and we'll come to that in a minute.

You've asked for an update on ICANN Learn, which Betsy will give you. She is the executive in charge of that program.

An update on the work that we are facilitating around the public interest, which Ergys is the executive leader, and he will update on that.

More broadly, you've asked for an update on the Stakeholder Journey work, which we have shared. It's a big, big area. Again, many of you have been very involved in working with Chris and Heidi who are the two executives who have been co-leading this from the staff side. So Chris will do that.

Oh, I'm so sorry. There's a final question, which is around the sponsor database, which I gather that you are setting up or have set up, to seek additional sources of funding for a whole wide variety of things that come along in the future. You'd like to have a discussion with us about how we can work with you on that.

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To my mind, that isn't so much us answering a question but us having a discussion about what you're looking for and how we can be helpful. I suggest we take that at the end, and then we'll move into a more open discussion if there are any other issues.

I suggest we take it in that order. We take Rob first, then Betsy, then Ergys, then Chris, and then we'll look at the sponsor database question.

Just before I do hand over to Rob, I just wanted to just bring you up to date on one theme, if you will, that I'm working on with many of my colleagues in engagement, in communications, absolutely in policy which Heidi has been very involved in with Rob and David and many of our other colleagues. Which is, how do we evolve our engagement efforts to improve participation?

It's not that we've never wanted to do that, but over the last four years we have been on our own journey in terms of building our capacity, building out our support systems which are now quite developed around the world in pulling together and integrating communications with engagement, outreach, events, training – all sorts of different aspects of trying to expand not just the pool of interested volunteers at ICANN but the skills of the pool and also the motivation of those in the pool so that they know why they might want to join ICANN, become part of ICANN's work.

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They feel confident about participating in that process either through language, just through understanding of how to work at ICANN – and we all know how challenging that is. It's challenging for everybody, particularly challenging if your first language is not English or you come from somewhere where it is very difficult to get to ICANN meetings either physically or just very expensive or because you have many visa issues. There are many barriers that we've worked together to try to improve engagement.

Now we want to focus as much as we can on turning that engagement into real deep participation. That is for two real reasons. The most important one is because it is in our mission. We, of course, all of us have been very preoccupied, and rightly so, with our new mission and Bylaws. We spent a whole day yesterday – we being the greater Engagement Team: DPRD, the GSE Team, the Comms Team, some of Theresa Swinehart's strategy team, about 40 people. We spent most of the day looking at this question. That is, how can we ensure that the efforts we make around engagement are both inside our new mission – they're in the box, if you will, that is defined by the new mission commitments and values – but also that we are living up to that mission.

I think in this room today, it is probably more the latter than the former with which we would concern ourselves because one of

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the tests in the Bylaws – and I am not a lawyer, for the record, with that very strong caveat – but as somebody who was asked to lead some of these programs, one of the questions that we are asking ourselves is, what is the ultimate test of whether or not we have lived up to that mission? The participation piece of the mission. It's a big, big ask. It's something along the lines of being accountable to the global Internet community. I mean, this is a big thing. We're all getting our heads around, what does that mean in practice in terms of where we should prioritize our efforts?

I wanted to share that with you. If we have time, it would be great to get your views on that. That doesn't mean we're stopping doing the things we were doing before. It does mean that we're pressing evermore toward trying to ensure that we are all standing on very solid ground that as a community we can all feel very confident in as we move through the next few years. I hope that's a helpful backdrop.

With that, I'd like to hand over to Rob, and it will address the budget question.

ROB HOGGARTH:

Thank you very much, Sally. Good afternoon, everyone. Very good to see a number of friendly faces. A few are missing, but I'm sure they'll be back. Thanks for giving me the opportunity to

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come and chat with you all again. I'm looking up at the question sheet on the screen here in the room, and I notice that there is a mention of the FY17 special budget request. Perhaps whoever entered that could provide a little bit more detail in terms of what the question is. Right now it says, "The FY17 special budget request." I'd be delighted to answer any questions about it.

You may recall that we spoke about this in the Helsinki meeting, and I gave you an overview of the request, its history, what the decision was. I'm more than happy to talk about any other aspects of it. Obviously, it's something that some of the members of the GSE Team may want to talk about with respect to implementation.

The one thing that I would note too from my responsibility side is that our Finance Team has a plan for reporting to us every three to four months, essentially every quarter, to give us a sense of how the various special budget requests are being utilized throughout the year. This is just a means and mechanism for us to be able to check, track, see how things are going. We're going to get our first report probably a week or two after this meeting. We'll be looking at the various progress that's being made with respect to a number of the requests, just tracking the financials on things. Now that I've seen this up here, I'll be looking for that for a sense as to how things may be

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working. Otherwise, I'm here and delighted to [ask] any questions.

It looks like Olivier has put up his hand. I don't know of anyone else.

TIJANI BEN JEMAA: Okay, Olivier. Go ahead.

OLIVIER CRÉPIN-LEBLOND: Thank you very much, Tijani. I wish that the people to whom this was intended were sitting around the table, and I note that they're not. So perhaps something might need to be done to bring them to the table.

Anyway, this request was all started with the second At-Large Summit Recommendation 40. That recommendation said that ICANN should offer a process similar to the Community Regional Outreach Pilot Program but applicable to short lead time budget requests not related to travel. We have a page on this. Yes, that's the one. If you scroll down a little bit, Ariel, there's an implementation status and so on which explains exactly what we discussed last time. Discussions that we had among the different RALO leaders brought the fact that we were a little bit confused as to how the actual process was going to take place, so the implementation of it as such.

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Some RALO chairs have reported that when speaking to their regional vice president, they were told, “No, that’s not for you. It’s something else.” Or there was some kind of a confusion and discrepancy, if you want, with the message that was given across the regions. So it would be now a good opportunity to understand the actual implementation of this. Does the RALO have to make a request to the regional VP, or is this something that needs to go through Heidi? What’s the process for this, basically, and how do we get access to that? And of course, what do you need for the RALO to make such a request? Thank you.

ROB HOGGARTH:

I’m happy to take the first crack and let my GSE colleagues correct me. It’s important, I think, that you note the distinction I guess between the CROPP and this effort as it has begun. On the CROPP, we started off with some very elaborate, specific processes and expectations. Primarily, that was probably the reflection of the amount of effort and coordination that has to go on between various departments at ICANN to implement that.

I think the view here was that this was a much less bureaucratic, much less formal approach. As I shared with you all in Helsinki, it was much more an effort of encouraging that collaboration to take place. At least from the perspective of those of us who had

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been involved in some of the earlier discussions of this, it was much more of an expectation of increasing the connections and the collaboration between regional leaders and the regional team that are in their regions or that support them or who otherwise interact with them.

So I don't think, Olivier, that there was an anticipation that we would be creating a mechanism or a bureaucracy along the lines of the CROPP in any way, shape, or form, but it was much something to be left to the individual collaborations, if you will, between the individual community groups and their respective regional teams. That's the best way from my perspective that I can share the intent behind it, and Sally or Christopher may want to talk a little bit more about the specifics. Thanks.

CHRIS MONDINI:

Hi. Thank you. Thanks for the question. As one of the regional vice presidents (RVPs) for North America, I'd like to just share my perspective. I also participated in the group that helped with the budget allocation request. Echoing what Rob has said, the intention of this allocation was really to help regional vice presidents be encouraged to be responsive to requests that come from At-Large initiatives and feel that there is, as it were, some limited funding available to support that.

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We did not want to establish, again as Rob has said, a very formal structure. But also at the same time, it's not really meant to be a block grant to a RALO to say, "Here's a budget for you. Go think of something to do." I think the intention, at least from our perspective, was to provide an availability to further existing efforts. Some of those might come from individual At-Large Structures [within your] regions and some from the RALOs.

I've discussed with my fellow regional vice presidents, and I would be happy to have them comment as well, but I really strongly concur with Rob that this is an opportunity for At-Large RALOs in the regions and even At-Large Structures to collaborate with ICANN regional vice presidents, present some ideas of what you're doing, and make suggestions of where ICANN can further that.

But rather than it being, as I said, the initiation to set up a planning process or a bureaucratic process to think that it's starting new things, I often give the example in North America that occasionally there will be very admirable initiatives – a gathering or some sort of a reporting out, say, of ICANN things – and they're looking for somebody to pay for the boxed lunches or sponsor the sandwiches or the coffee or to find a room that can be rented. So for those small amounts, this was meant to encourage those kind of additional support because we learned

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as we talked among the regional vice presidents that we weren't doing that consistently.

I hope this is responsive to you. If there are specific questions between RALOs and regional vice presidents, we're all standing prepared to talk to you in the regions about how best to make it work but we'd like it to really be encouraging of collaboration rather than setting up new processes. I hope that helps.

OLIVIER CRÉPIN-LEBLOND: Thank you very much, Chris. It's helpful, but it doesn't quite answer my question because if one goes to each of the regional vice presidents, I guess the answer might be different or might be the same. I'm not quite sure how you coordinate between the regions. But my question specifically here is the process. If a RALO needs to have for a local event or something happening in the RALO – let's say 100 ICANN-branded t-shirts, a couple of thousand brochures or something and boxed lunches – how would they go on about it? Would they ask Heidi and Heidi would come over to you, or would they be in touch directly with you and say, "We need this number of boxed lunches, this number of t-shirts, and this number of brochures"?

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CHRIS MONDINI: Again, at the risk of speaking for other regional vice presidents, I would say come to me. But I would then likely go to somebody like Rob and Heidi to also say, “How can we support these efforts?” I can’t say it’s consistent across the regions. If it would be helpful for you, we can talk amongst the regional vice presidents and come back to you with a written answer for that.

SALLY COSTERTON: I’ll finish it. I think we’re overcomplicating this. Sorry. And we’ve got lots of other things. It’s not because it’s not important. I just think we’re overcomplicating it. So I would suggest we do exactly that and we commit to doing that in the next few days while we’re still in Hyderabad so if there are any loose ends that still aren’t clear, we’ve got an opportunity to sort those out.

These are, as Chris says, designed to support small amounts of money but they’re very meaningful if you haven’t got the money. It can mean the difference between having an event or not having an event or having a good event rather than a less good event. I completely get that. That’s the intent.

It sounds to me like we need to have a process that’s consistent between the different regions, and I think it should be very straightforward for us to do that and come back to you in the next few days. Just to be clear, we will do that through Heidi so that then if there is anymore – just so that we’re not all having

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multiple different conversations because that will only serve to confuse things again I would suggest. And then, probably yes, Chris is right. The actual process would be go to your RVP and the basis on that will be A, B, C. Is that helpful?

OLIVIER CRÉPIN-LEBLOND: Thank you very much, Sally. Yes, that's exactly the sort of answer I was looking for. I think now it's pretty clear. So we know we'll go through Heidi and we'll work in this way.

Just one last thing before we can move on to the other topics: at the moment, there doesn't appear to be any coordinated way of distributing brochures and stuff, especially when it comes down to regional offices. It's funny. I was in Istanbul recently, and Istanbul had some APRALO brochures but didn't have EURALO brochures.

I just wondered if it was because Istanbul is supposed to serve the European region there needed to be brochures for each one of the regions maybe closer to the actual intended recipients of those brochures rather than having them all being shipped from California, which sometimes is a little bit long-winded. I was hoping there could be some kind of stock and keeping track of those stocks automatically rather than each time doing ad hoc things, which is not very helpful for us because it just involves each time a long delay, etc.

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SALLY COSTERTON: Olivier, I think we can give you a very precise answer to that. Fortunately, it's the one I hoped we were going to give you, which is that, yes, we will make arrangements internally to have documents printed locally where we can. I mean, there should be no reason why we can't do that through our regional [comms] structure, so thank you for pointing that out.

TIJANI BEN JEMAA: Thank you very much. I have two hands. Judith and Seun. Who is first? Seun, go ahead.

JUDITH HELLERSTEIN: Seun, thank you. I wanted to follow up on what Olivier was saying. Sally, is there a form that could be designed so that we could submit these requests and they could be tracked? That way when we have an event or a RALO says, "We want something for one of these ALSes. We want help with our brochures or help with a lunch." It would be helpful, I think, if we have a form that we can just fill in, that could go to Heidi and then it can get there.

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SALLY COSTERTON: Sorry. I don't think I was very clear. Let me just wind back a brief second. What I said in my comments was we need to go back a step to agree what process we are as staff putting in place for you to come to us. We will do that here, we being the GSE Team, will do that here over the next few days and we will give Heidi the answer to that process. What I was not suggesting was that the process is that everybody goes through Heidi. I just wanted to be clear about that because that sounded like we had immediately got a misconception. It might be, but it probably won't be. But we'll [tell you] in the next couple of days.

We'll also make a suggestion in that recommendation as to literally how to do that, not just who but how. So whether we have a form or whether we have an e-mail address or whatever it is we have, we'll include that in the recommendation. But thank you for the suggestion.

TIJANI BEN JEMAA: Thank you, Sally. I have two hands: Seun and Sebastien. Seun, please.

SEUN OJEDEJI: Okay, thank you. Just a suggestion in the form of a question. In my region, in the AFRALO region, the level of engagement of the GSE Team has increased in terms of the events they attend and

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so on and so forth. But one of the things that may be important is also when they come to events, they give presentations. What is the follow up for it? I'm thinking, is it possible when they go to a specific country, they can actually reach out to somebody there and say, "Hey, we are coming to this country. Can you come to this event with us?" So that once they do the presentation, they can kind of directly hand over some of the people who are interested to join – again, this is not specific to At-Large, but I would prefer At-Large – to join At-Large. They can have a one-on-one continuation even when the ICANN staff leave the event. Thank you.

SALLY COSTERTON: I'm just going to ask Pierre to answer that question as he is the RVP for your region.

PIERRE DANDJINO: Good morning and thank you very much, [Sally], but I think this is [kind of the] suggestion you are making, a kind of follow up to our mission, events that we hold. So, yes, our desire is to be able to actually once we conduct these sessions that we do have follow up. Basically, we are using what we are calling the ICANN-ers, meaning [in the countries] those who already know about ICANN. People from At-Large, for instance, we will use them and we will see how we will eventually continue to assist so that you

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really spread the word while we are outside the country. So [I think this is a good] suggestion you are making, but we already [quite up to that]. So that's what I will offer as a kind of answer. I mean we noted that.

Maybe we need to, for instance, we do have an issue with the regulators in [a country] who like to be working much more with their [government] regulators, for instance, in our region. I will be happy if say you or people from AFRALO are able to actually help us reach out to those. Yes, we are ready to do it.

TIJANI BEN JEMAA: Thank you, Pierre. Sebastien?

SEBASTIEN BACHOLLET: Thank you for giving me the floor. I've given you a headset so that you can hear my interpretation into English because I want to speak in French. I had an accident on the bus this morning, so I'm going crazy here. I'm not at my best. But I have a question for you. We asked you what you could do to help us, but could you in this last five minutes we have tell us what we can do to help you? Can ALSes or regional organizations or ALAC do anything to help you? I think it is very important for us to clearly ask you what we need, but it is also important for us to contribute with

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you. I think it would be much better for us all if we work together both ways. Thank you.

TIJANI BEN JEMAA: Thank you, Sebastien.

SALLY COSTERTON: Thank you, Sebastien. I'm not going to attempt to answer you in French, although that's shame on me really. Absolutely, I couldn't agree with you more. I think part of my early comments about spending time focusing on participation, not just engagement, is about deepening the partnerships and improving the enablement between the different parts of the community. That is certainly our goal.

We all have different roles to play, and we all bring different aspects to the table. I very much hope that in every RALO and every region that we have close partnerships and that there is a high degree of collaboration. If for some reason there isn't, then I would certainly want us to look at that and address it, but that is a primary goal and it is also the way that the regional vice presidents, that their performance management if you will, the way that we look at how effectively we are measuring performance of individuals, it's very much part of their role. So, yes, I take the point, and I heartily endorse it.

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We do ask for help, as you know, a lot in terms of speakers, panelists, participation, coaching, onboarding, supporting with new Fellows and NextGeners, and this group has always been very generous with its time. Thank you.

TIJANI BEN JEMAA: Thank you, Sally. I have two other two other questions, if you don't mind. Alberto Soto and then Aziz. Alberto?

ALBERTO SOTO: I'm going to speak in Spanish. I agree with what the last two speakers have said. I think in the RALOs we may and should contribute with things that are actually very easy to do without very much complication. We have been working in spreading, disseminating issues not only in areas that have no ALSes but actually in countries where ALSes are not doing what they should do as a way of saying that the ALS that is not doing something should do something else.

This is a simple as saying that we can have a presentation. Well, first, there should be a consensus that there will be an agreed presentation. It's going to be targeted to high schools, universities, and associations of professionals. We are going to talk about social as sort of a hook, then ICANN, ALAC, and the work in each of the RALOs.

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This is how we're going to ask in advance just based on what our former chair said. We're going to ask them for the brochures that we're going to give, and we're going to ask them then in advance. We have done this many times for Bolivia, for Haiti, the Dominican Republic, and some other countries that I don't remember. There are several more.

I think that's the way in which each of the RALOs can give their input. I ask ALAC and ICANN to bear in mind – and I know I'm going to be boring – but bear in mind that the most important tool ICANN has is we, the ALSes. Because we're not only one person but actually several persons, and there are ALSes that have 7,000 members maybe and those who have a right to vote and there are just a few of them who vote. That's all. Thank you.

TIJANI BEN JEMAA:

I will give the floor to the other people who asked for it, and then Sally will answer all those questions together so that we can go to the other points to address. So Aziz, please.

AZIZ HILALI:

Thank you, Tijani. I'm going to give everyone the time to put their headsets on. I think we're dealing here with an important matter regarding the work of RALOs and ALSes within their region. I've always said ALSes have a very important role in

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working in terms of outreach, not only for citizens but also to work with end users and with governments and with regulators, as Pierre was saying.

We mentioned the budget, and that automatically led us to discuss the role of each ALS at the local level. I think it is important that we establish a procedure that would enable us to help a RALO or an ALS. In fact, this is the case in Morocco. It's what we did in Morocco. This very morning, Barrack was mentioning an event that he organized in Nairobi where only four people overall knew what ICANN is and what ICANN does.

So I think, going back to what Sebastien was saying, if ICANN said this is the policy we have, this is orientation, so we're aimed at getting closer to regulators and governments today, I think we could have an important role in order to achieve that. But we would need to clearly know what the goal is, and we would need a certain budget in order to achieve that. But we would need to know what the clear procedure is before undertaking any such initiative, so I think that would be important to us. As ALAC, as RALOs, and as ICANN, we should have a clear idea of that.

TIJANI BEN JEMAA:

Thank you, Aziz. Glenn is the last one about this point. Sandra?

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SANDRA HOFERICHTER: Thank you, Tijani. Hi, Sally. I do remember that in the Meeting Strategy Working Group, we were talking about a general assembly meeting, the C Meeting which we are now, about [inaudible] something where ICANN is showcasing. And I see in the program that this has been taken into account. I wonder what was the effort beforehand from ICANN staff side maybe to reach out to journalists? Do we expect some journalists from the local media?

Because I do remember that we said that this general assembly could be their meeting in the year for people who do have an interest but do not follow all the policy development work at ICANN but to get at least one time a year as sort of an update what's happening in ICANN, where we are, what has happened in the last year and so on and so forth. So a simple question: has there been an outreach to journalists or other relevant groups which bring it down to the public, international public, not only national public but national of course as well? Thank you.

TIJANI BEN JEMAA: Thank you. Glenn? Very brief, please.

GLENN MCKNIGHT: Thank you, Tijani. I think we're overlooking an obvious issue. Each of the RALOs in their planning actually do a strategic plan. I

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think it's important to go back to the strategic plan that the community endorsed and created. If they do look at using some of this discretionary funding, it should be dovetailed into the strategic plan, especially the underserved ALS communities or geography.

TIJANI BEN JEMAA: Thank you very much. Thank you, Glenn. Sally?

SALLY COSTERTON: Thank you very much. Great points. I'll try and take them. What I was hearing was a theme – which slightly surprised me, but that's okay, that's why we come to these meetings – of you wanting to, what I'm hearing, is use us more in a way. Use us more in terms of outreach. The reason I'm surprised is because in all the time we've worked together, my sense is that it's the other way around. And Göran will tell you regularly we are here to serve. We are here to help you get your work done and that our role is to supplement that, to be part of that process, but at the end of the day, as somebody said, the ALSes are a core part of ICANN and it is incredibly important that you are participating in outreach that brings more volunteers to ICANN.

This budget that we were discussing earlier is part of the enablement, the CROPP project is part of the enablement, the

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engagement offices are part of the enablement, the staff are part of the enablement.

So I certainly wouldn't at all disagree with anything anybody has said. Quite the opposite. That is something that I would always want us to do, to contribute to. That's why, for example, we spend so many dollars on language translation and scribing and things like this so that we make it as easy as possible for as many people as possible to spread the word.

We can get over barriers like if we need a EURALO brochure in the Istanbul office, it's printed locally, not in California. Those are practical things we can do. I know we do in some offices and not in others, but these are good, sensible pieces of feedback that help that process work more smoothly.

To the question about the media, a very specific question, yes. We had a pre-meeting press conference here in Hyderabad about three weeks ago. We had 50 media here. We had, I think, 10 or 12 television crews. Absolutely unprecedented actually, literally unprecedented. That is not an exaggeration. As in certainly in my time at ICANN, and I think probably at the time any time in ICANN's history, by far the largest media turnout. Consequently, we had a great deal of media coverage around the world about this meeting.

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There is no doubt in my mind also since we first [mini Davos] the Meeting Strategy Working Group, the transition wasn't even a glimmer in anybody's eye. Of course, that issue has brought the world's media to ICANN in a way that has never happened before, and that interest in ICANN has maintained and sustained.

Some of you may have seen this morning in the "Times of India" there was an interview with Göran which is a warmup interview for this meeting. If you haven't seen it, I would have a look at it. It tells you not just what we think we're doing but also interestingly what the Indians think we're doing, and that's an interesting perspective.

We are expecting quite a large media attendance to our opening ceremony and our press conference. That is partly because the minister is coming, as I think you all know, Minister Prasad. This makes a big difference in any country where we have an ICANN. Simply put, the more senior the minister that comes to the opening ceremony, the more media you get and the more international and more significant those media tend to be. There's a direct correlation between those two things.

I'm really happy with it. In fact, we may not have produced a [mini Davos] but certainly I think partly through design and

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partly through the amplification of the transition, that is the end outcome.

The other couple of points that I would add to that, we have nearly 1,000 Indian delegates registered for this meeting already, and this is the very beginning of the meeting. So I think going back to the meeting strategy point, Sandra, this was such an important part of that, was really ensuring that we got deep engagement in the countries we took the ICANN meetings to from that country, from that region. We did see this very much in Marrakech too, and we've seen it again here.

So this is very exciting. And also bigger than we've had before, a significantly bigger business participation, both from India and elsewhere but particularly from the Indian community. So watch this space.

To Glenn's point, yes, absolutely. That sounds very sensible to me.

TIJANI BEN JEMAA:

Thank you very much, Sally. I think that now this was the one department. We'll go to the other department now. ICANN Learn, for example. Elizabeth Andrews who is Academic Specialist.

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UNIDENTIFIED FEMALE: [inaudible]

TIJANI BEN JEMAA: I closed the queue. I cannot. I am sorry. Later, if you don't mind. Otherwise, we will not cover the other points. Go ahead, Elizabeth.

BETSY ANDREWS: Hello. I'm happy to give you a brief overview of ICANN Learn. If you have any questions about ICANN Learn that don't get covered in this space, feel free to contact me and I'm happy to help. You can reach me at [icannlearn@icann.org](mailto:icannlearn@icann.org). If we could just go to the slide that has the "Purpose" on it, I think we'll skip straight to the point.

Information about ICANN is spread across many platforms and it's often difficult to locate and difficult to access. ICANN Learn is a central repository for information that's relevant to new, existing, and potential community members. That's really key for us because ICANN Learn is not an online learning platform that targets people who are already in the system or specifically targets only new people, but it's meant to be all ICANN community who can use ICANN Learn as a tool. Can we skip to the next slide? Thank you.

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Our vision for the future of ICANN Learn is to transform it so that it's the go-to information platform on all things ICANN and it can offer relevant and up-to-date material designed to inform and educate all interested parties.

The reason why ICANN Learn is unique as a tool is because it's very easy to create a course. You can drag and drop materials. You can edit things on your phone as you're going if you're in charge of a course. It provides an access point for members of the community to make courses. Could we move on to Slide 6, please?

Currently, there are 52 courses across 6 different language platforms. One of the things that we're working on is developing a better balance across the language offerings. To that end, in the last several months we've been focusing on new original content in languages other than in English.

As an example, we will soon launch a course on Internet governance in Portuguese that has been developed by some of our ICANN Fellows who have been working hard on that. We are also pleased to have an extensive video-based Internet governance course in French developed by your own esteemed Aziz Hilali, which we'll also be launching soon. We're really excited about both of those and more to follow in Russian specifically and also in Arabic. These are some of the steps that

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we're taking in addition to updating and translating existing course materials.

Another example of what ICANN Learn courses can do is exemplified by the archive that we're creating for the At-Large capacity building webinars. I'm working with Tijani and with Gisella to create a one-stop shop where people could click through the webinars from the last three years and be able to access all of the documents and the videos in one place.

We have close to 3,000 users. From the time that I made this slide a couple of weeks ago, we already have 200 new users. So ICANN Learn is definitely growing.

The topics that we cover range from event-specific training – so there's registrar training that's offered, for example – to general ICANN knowledge and skill building.

The courses are designed by staff sometimes, but they're also designed by community members. So anybody who has a course that they want to create is welcome to do so. It just needs to be pertinent to the ICANN community.

Courses are always free. That's very important. They're free to create and they're free to participate in. We can provide the translation services to make a course available across the range of the six languages. Could we go on to the next slide?

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The last note that I'll say before I answer any questions is just to give you an idea of where we're going in the future for ICANN Learn. Our plans include, while we continue to work on the language imbalance, we're going to investigate technical alternatives that might enhance the features of the platform, both in terms of accessibility and also in terms of technical capacity.

We are exploring the possibility of developing an editorial panel who would develop a curriculum strategy and help us to identify focus areas for content development. One of the main reasons why we're looking into doing that is because we want to be sure that when we move into new courses in the future, we're covering material that the community really wants to learn and we're bridging those gaps where knowledge is lacking.

I'm happy to answer any questions you may have either here or via e-mail, as I said. I'm interested in your feedback and ideas for ways that ICANN Learn can become an even more useful tool for your particular part of the ICANN community. Thank you.

TIJANI BEN JEMAA:

Thank you very much, Betsy. I will take only three questions for her, and then we'll go to the other speakers. I have already Sandra, Seun.

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UNIDENTIFIED FEMALE: [inaudible]

TIJANI BEN JEMAA: Okay, Aziz. Sandra, go ahead, please.

SANDRA HOFERICHTER: Thank you, Tijani. Betsy, I appreciate the development of ICANN Learn. I must say I'm following it from the very first day when the initiative was established. I was quite surprised when I saw in the ICANN agenda that also the ICANN Wiki group is now considering to develop the wiki from a personal database to a now content based tool for the community.

I was on a call with the IGF-USA and because the EuroDIG is also working wiki based as a database archive whatsoever, I'm just wondering how many tools we want to introduce. I mean, we have Confluence, which is in the case could serve all these purposes. Maybe not developing courses, but still we have Confluence, we have ICANN Learn, and we have wiki.

I wonder if this is on some points, at least when it goes to archiving and finding documents, etc., probably will all of the three not be sufficient for finding documents? Because that's a real issue for the ICANN community. But on the other hand, I

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guess there will be duplications again between the three tools.  
Thank you.

TIJANI BEN JEMAA: Thank you. Seun?

SEUN OJEDEJI: Yes, thank you. Just a comment and a question. The comment: in terms of the finding document part, I think there's the onboarding pilot that is going on now and Dev is probably the mentor of those guys. [The idea is] something related to that, so I think it would be good to be in sync so that it wouldn't be a replication of work.

My question: is it possible to actually have the content in SCORM [fashion]? Because it's maybe good to be able to download the course and be able to use it offline. One of the reasons why I personally was not very happy that ICANN moved from Moodle to something else which is proprietary is because I felt that at one point Moodle, I mean, the content would be easy to distribute to a lot of people. [inaudible] SCORM, but a lot of people use Moodle. Thank you.

TIJANI BEN JEMAA: Thank you. Aziz?

AZIZ HILALI:

Thank you for your presentation. I just have a question as an academic. Is there a strategy on ICANN Learn to try and reach universities around the world so that there might be a presentation of those modules on Internet governance to reach those universities? I think that it is the best way that we have for the youth to have access to the information. If I take the example of Morocco and what we did, I think that right now it is very important. I have in my experience seen students who became very interested. Even though they are engineers in telecommunications and in the Internet, they learned quite a bit compared to the classic coursework that they have in terms of telecommunications and the Internet. That's my question.

TIJANI BEN JEMAA:

Betsy, can you please answer those questions very briefly, please?

BETSY ANDREWS:

Yes, very briefly I can answer those questions. Sandra, in response to your question, I actually agree with a lot of what you said. I think in terms of archiving, I used the word archive with the webinar but really it has been created in a way that you can

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click through a progressive course. In terms of archiving, wikis are a great tool or a great resource for that.

But there are other things that we require the sort of pedagogical angle to teach someone a skill or to teach someone a process. I think that's where ICANN Learn is really going to be a useful tool for us. We do want to hone in on that curriculum development strategy so that we're meeting specific goals and not just creating more courses for the sake of more courses.

So I hear you and I think there is a distinction, and I think we all do want ICANN Learn to meet some very specific needs. So that point is taken.

Seun, what you were talking about with Moodle and SCORM is one of the technical issues that we want to address as we grow in the future. Another reason why that can be helpful is because it's easier to translate when you can pull the course in one go like that. Our current platform doesn't do that, as you noticed. But what our current platform does do is really user friendly on the backend if somebody is creating a course with a lot of drag-and-drop options. When you get into Moodle, it gets pretty complicated to make a big course. Well, complicated for the average user. So that is something that we're definitely looking into in the future.

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Aziz, in response to your question, yes. I absolutely think that targeting that group of university students but who are studying something other than Internet governance, that has been a part of our outreach thinking when we're talking about developing the future of ICANN Learn. But that will certainly go into our plan, so thank you.

TIJANI BEN JEMAA:

Thank you, Betsy. Now I will give the floor to Ergys Rama, who is Director of Strategy Operation. He is in charge of the ICANN Public Interest. Ergys, please, very briefly also.

ERGYS RAMA:

Thank you, Tijani. Hi, everyone. It's very nice to see a lot of familiar faces here. I think before I go into the details, it would be very useful for the group to get some background and context on the public interest. Then I will discuss a little bit our plans for ICANN 57.

Most of you – or some of you at least – are probably aware of the fact that the discussions around the concept of the public interest at ICANN have been taking place for many, many years now. About three years ago, the Panel on Public Responsibility Framework, which was one of the strategy panels, came out with a proposed definition of the public interest in relation to

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the Internet, not ICANN specifically. Can we please go to the next slide?

You see that proposed definition here. This was well received by some parts of the community but not by all. Therefore, there was a desire to revisit this particular topic. Unfortunately for the public interest topic, this discussion was supposed to take place around the same time that the IANA functions stewardship transition announcement was made. So for about two years, this was put on hold.

Fast forward to February or March of this past year when the community's work on the transition was pretty much complete, there was a desire to get the conversation going again. At ICANN 55 in Marrakech, a high-interest topic session took place where the discussion was actually quite lively. But unfortunately, it did not lead to any particular next steps.

Following that At-Large Working Group on the public interest was created, and myself and other folks from my team have been working very closely with a lot of you around the table, including Olivier and Wolf as well as Satish on trying to move this conversation forward. In fact, it was the At-Large Working Group on the public interest that actually supported and sponsored the session for ICANN 57, which brings me to where we are now.

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Please, can we go to the next slide? Can you please go to the next one? Wrong slide. Never mind. I will just speak to it.

At ICANN 57, there are really just three objectives. The first one is to get a better understanding of how the concept is applied in different contexts and regions. In this case, we'll be looking at India and Europe. Wolf will be speaking to the European situation.

Then second objective really to see how the concept is currently applied within ICANN. This is based on the notion that the concept itself and everything that ICANN does is in fact rooted in the public interest. We'll have a couple of panelists. I don't really remember who they're going to be now. Oh, I do. Jonathan Robinson and Becky Burr. They will be speaking to how the concept is currently applied at ICANN.

The third objective is really to see whether we can operationalize the concept as a basis for making decisions at ICANN.

I will stop here, and I'm sure many of you have a lot of questions, and in the interest of time. Thank you.

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TIJANI BEN JEMAA: Thank you very much. We are already eight minutes behind our time. I will ask Olivier to ask us his question. He has a question about sponsorship. Olivier, please go ahead.

OLIVIER CRÉPIN-LEBLOND: Thank you very much, Tijani. I guess we'll make it very quick. It's the Recommendation 41 from the ATLAS II which asks for the Board to seek for additional sources of funding for events, sponsors, etc. Of course, the Board is not going to do that, but what the RALO chairs have done is to instruct or make recommendation to our own ALAC Finance and Budget subcommittee to put together a database of sponsors.

So far when we have an event somewhere, it's really personal connections with the different sponsors. For some regions we have good connections, for others we don't. We're going to put together a database so we can actually follow on and be able to share those contacts, a bit like a CRM for sponsors, and find out [what do we give them], etc., and what kind of deals we have with them.

The question was whether the Global Stakeholder Engagement Team was doing any such tracking of sponsors as well and whether we could work together.

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SALLY COSTERTON: Thank you, Olivier. No, we are not proactively tracking potential sponsors. But inevitably and quite informally, for example in Marrakech, Tijani and Aziz worked closely with me and Pierre and [inaudible] and also part of our Comms Team and we helped them to write sponsorship letters to potential sponsors. So we did, if you will, some capacity building ourselves because we have some [marketing] experts in the team that recognize that's a particular skill of that sort of approach.

That is where we've touched it recently quite specifically. It has not really ever been part of the team's remit. The Meetings Team does approach sponsors for sponsoring events at ICANN meetings, which may have some crossover but is not exactly the same thing.

That's what we do at a staff level in terms of thinking about sponsors. It is mainly out of the Meetings Team with regard to local and regional venues.

Now I'm making an assumption that behind your question, so tell me if I'm wrong, would be a desire perhaps for some collaboration, some brainstorming or whatever we want to say, so that in particular RALOs might, as you said, have fewer contact. I think it would be absolutely great for you to say to whichever the relevant RVPs are, "Hey, have you got any ideas?"

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Other people you've worked with before?" Certainly, there's no problem in us using the broader staff group to help answer that question if we possibly can.

What we obviously won't be able to do is actually physically go out and sell sponsorships because that starts to get very complicated, but I think that's not really what you mean. You're talking about actually working together to make sure we've used our collective knowledge, and definitely we would want to help out as much as we can. We're very appreciative of why that's important for the RALOs to have as much success with that as possible.

OLIVIER CRÉPIN-LEBLOND: Thank you very much. Quickly, yes, you must have seen a pattern in the two questions that we've brought forward to you. We're looking at industrializing our processes because our RALO leaders are way too busy doing a lot of other things. So stuff like sponsors and so on we're trying to share between ourselves. It would be great for [inaudible] introductions, for example. If you do have introductions in a particular region, that would be really helpful.

I think that we should also be maybe as an action item speak to the Meetings Team because one of the other problems that we have is when we actually do go to sponsors and established

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sponsors that we've had in the past, we have no idea whether they've sponsored the overall meeting. And it's particularly embarrassing when you see someone and then they tell you, "Oh, but we've already given to ICANN."

SALLY COSTERTON:

Yes, let me just answer that. That's an extremely good point. Whoever is taking the actions from this meeting, please give me an action to – I think this is a direct Nick Tomasso conversation – should it [be with you?] Fine, so that's a specific action that we should take. We absolutely know, of course, who is sponsoring our meetings. It's not a secret. So I see that's just a coordination piece and, of course, we should do that. I can't see why we wouldn't.

More broadly, yes, introductions, brainstorming, I'm sure all my colleagues would agree we will help where we possibly can with things like that if we happen to know things.

TIJANI BEN JEMAA:

Thank you very much, Sally. Really, I thank you because you are always responsive to all our requests. You work with us with a lot of positive behavior, so thank you and thank you for your team also. I worked with the regional vice presidents, with Betsy. I didn't work with [inaudible]. I worked with [inaudible] before

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about the public interest. So thank you again, and I am sorry that the time was very short. We couldn't have all the interaction of all people, but thank you again.

This session is adjourned. The next one will start normally in two minutes. Thank you.

Yes, I have to thank very much our interpreters who accepted to have those overtime to let us continue this discussion. Thank you.

**[END OF TRANSCRIPTION]**