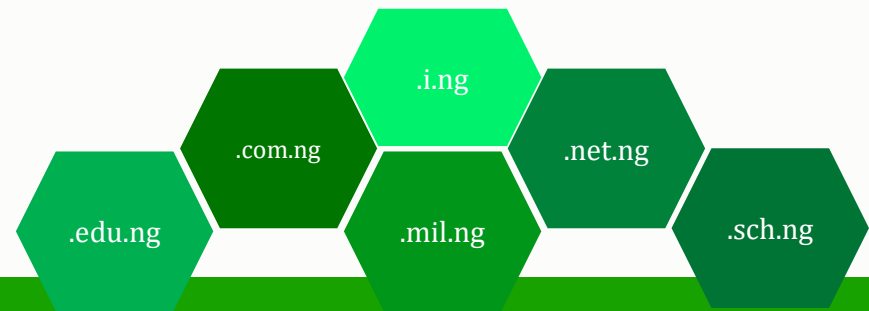


# STAKEHOLDERS ENGAGEMENT: THE PANACEA TO GROWING A STRONG .NG CCTLD BRAND

PRESENTED BY:  
NIGERIA INTERNET REGISTRATION ASSOCIATION  
(NIRA)



# Outline



- Brief on Nigeria Internet Registration Association
- NiRA Stakeholder Engagement Characteristics
- NiRA Multi-stakeholder Community
- The Panacea to growing a strong .ng ccTLD brand
- Governance and Policy Development
- Targeted Communication
- Awareness & Marketing
- Technical Advancement
- Corporate Social Responsibility
- Successes of NiRA
- Conclusion

A decorative footer graphic consisting of a solid green horizontal bar at the bottom. On the right side of this bar, there is a stylized representation of a .ng domain. It features a central green hexagon with the text '.ng' in white, which is flanked by two black trapezoidal shapes that resemble the base of a domain name structure.

.ng

# Nigeria Internet Registration Association (NiRA)

- Registry for .ng Internet Domain Names
- Founded in March 23<sup>rd</sup>, 2005 as a Stakeholder-led Organization
- Operates a 3R model of operation (Registry/Registrar/Registrant)
- Follows multi-stakeholder model

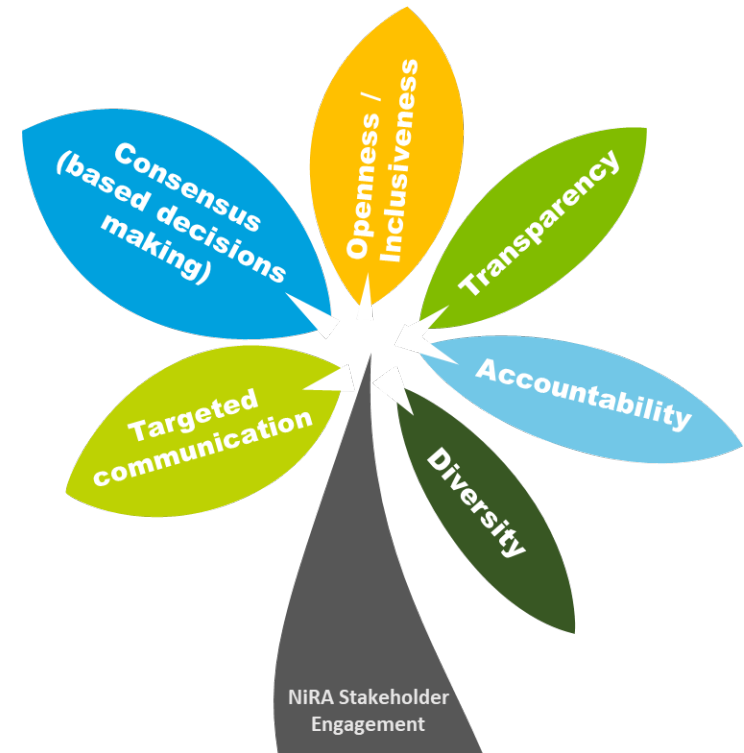


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# NiRA Stakeholder Engagement Characteristics

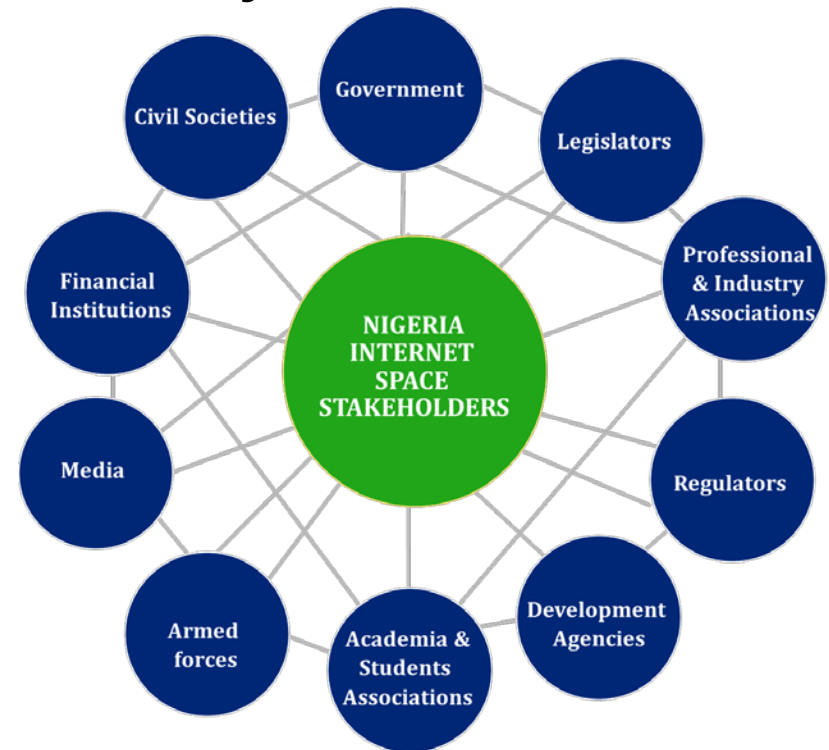
NiRA Stakeholders Engagement entails:

- Strategic and structured approach
- Identification of Stakeholders
- Targeted communication for effective stakeholder engagement
- Consensus based decision making
- Openness/ Inclusiveness
- Transparency
- Accountability
- Diversity



# NiRA Multistakeholder community

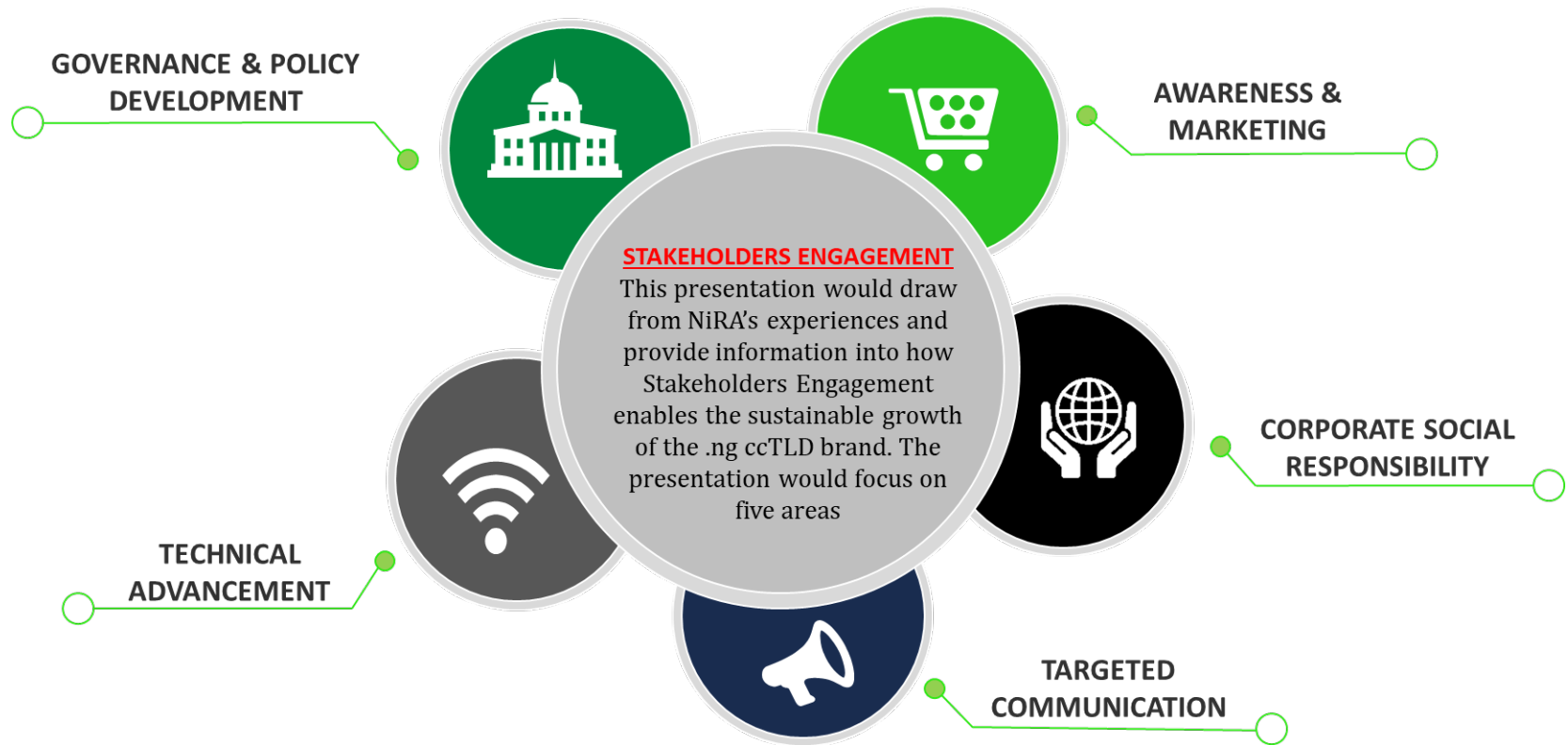
- Stakeholder Engagement is essential to the growth of the .ng ccTLD.
- NiRA has integrated stakeholder engagement as an institutional priority within the operations, policies and branding of the .ng ccTLD.
- Embedding Stakeholders Engagement, NiRA has fostered joint development of sustainable solutions.



*NiRA Multistakeholder community*

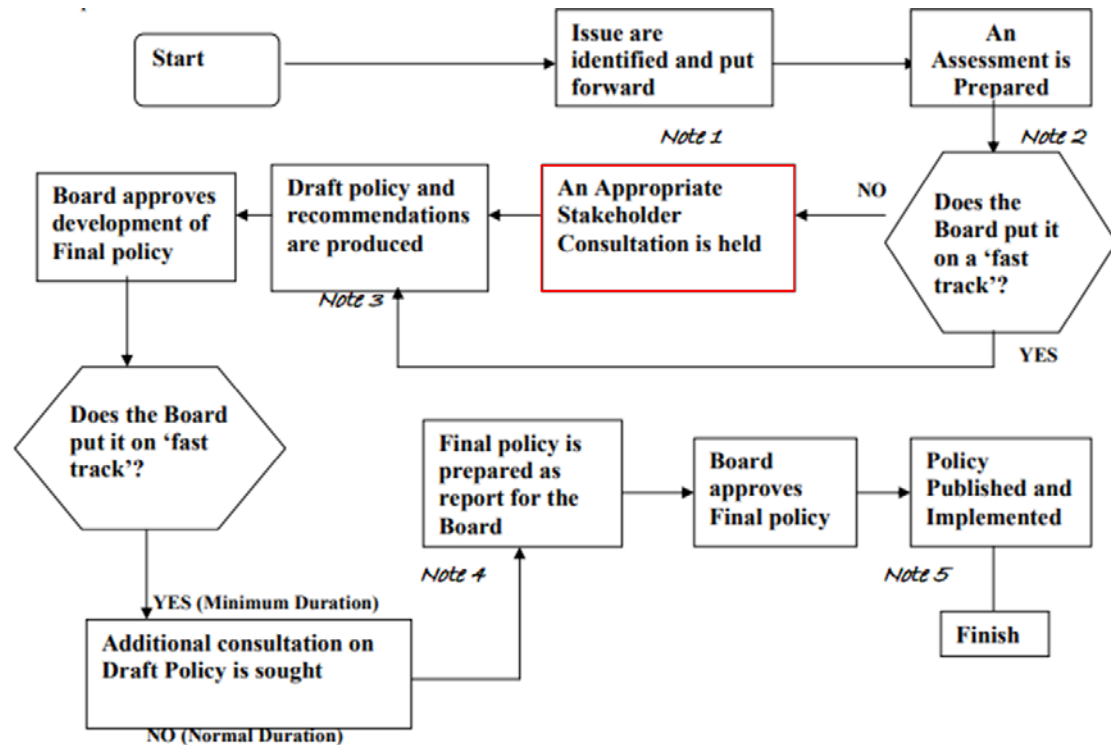
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# The panacea to growing a strong .ng ccTLD brand



# Governance and Policy development

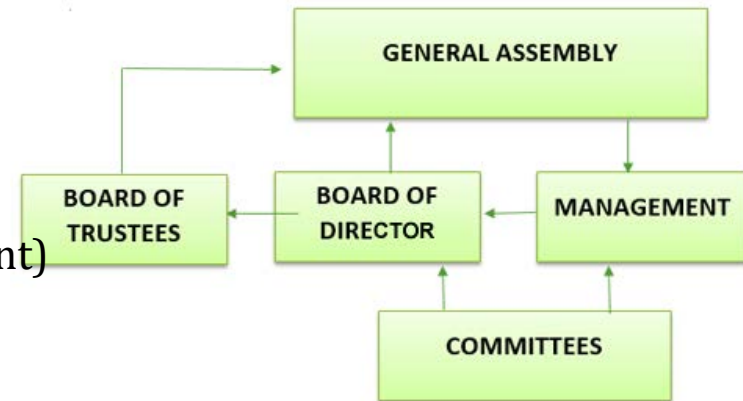
- Policy formulation: Stakeholders are consulted in the development of NiRA's policy.
- NIRA Policy Development Process(*PDP*)
- NiRA Dispute Resolution Policy
- Cybercrime Act 2015



*NiRA Policy Development Process(PDP)*

# Governance and Policy development (Cont.)

- Major decision making process involves stakeholders in the activities and processes.
  - Elections
  - Constitution Development & Review
  - Registry policies
- Building and maintaining constructive relationships with stakeholders over time.
  - Government (Nigeria Internet Policy development)
  - NiRA General Assembly
  - Committees
- Improving the process of obtaining quality stakeholder engagement.
  - NiRA Membership
  - Roadshows and Sensitization



*NIRA organizational Structure*



# Targeted Communication

*To effectively engage and influence our diverse community – including foreign Registrars*

- Communication Strategy
- Communication Policy document
- The Secretariat engages with the Stakeholders
- 3R Model of operation
- Assessment of the effectiveness of the communication and adjust accordingly



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# Awareness & Marketing

- NiRA Stakeholder engagement encompasses many activities including:
  - Information dissemination and education,
  - consultation and panel discussions,
  - Active participation at seminars, exhibitions, conferences, etc
  - engagements and collaborations.
- Effective stakeholder engagement ensures that stakeholders are properly engaged concerning the .ng brand
- NiRA promotes development of Stakeholders through training and sensitization programmes (eg .ng Media College)
- Promote Awareness and meaningful participation
- Encourage engagement through transparent and efficient consultation processes
- Contribute to national acceptance, usage and stability of the .ng domain name

# Awareness & Marketing (Cont.)

- Develop the Internet community through continuous engagement and collaboration
  - AFRINIC-27 (Lagos, Nigeria 2017)
  - Signed MOU with AFRINIC in January 2017 to develop and certify skills in INRM and IPv6 in Nigeria.
  - Signed MOU with KeNIC on Registry operations
  - Partnership for AFRINIC IPV6 and INRM training 2017- Lagos, Nigeria.
  - Various other activities (Participation at ICANN, IGF, AFTLD, AFIGF, WAIGF, NIGF, etc)
- Entrepreneurship programmes

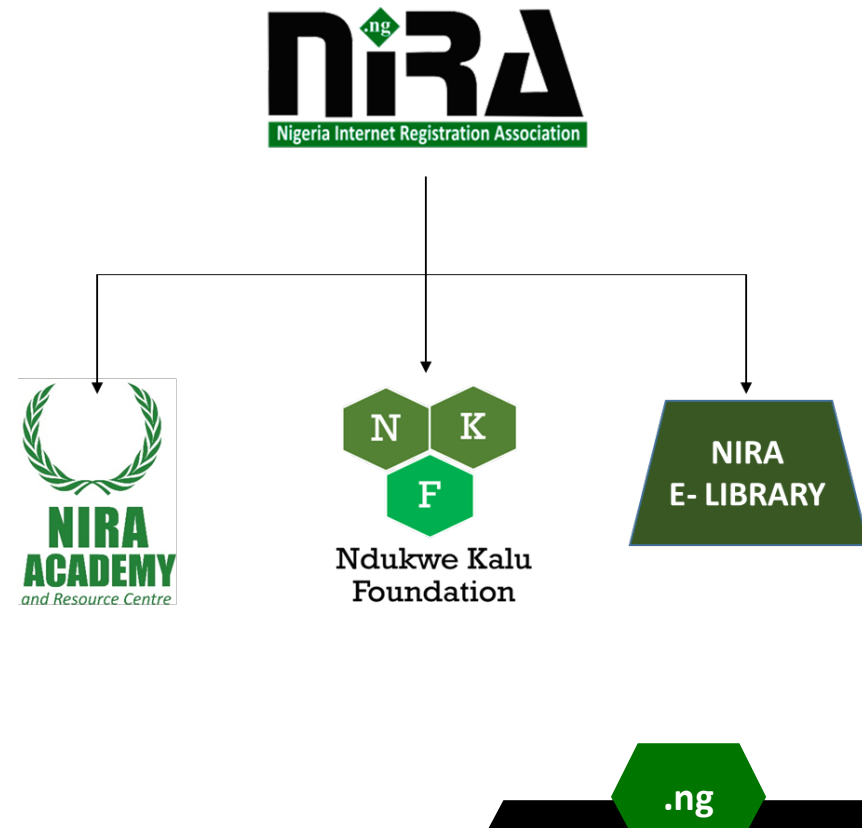


# Technical Advancement

- Technical Ecosystem.
  - Technical committee(Representing the view of stakeholders)
- Technology advancement
  - Registrar Forum
  - Registrar & Resellers training
  - Research and development activities
  - Plans for DNSSEC implementation & IPv6 deployment
- Promote competition and choice for registrants and other users
- Bottom-up technical policy making and decision making
  - Forum for multi-stakeholder bottom-up development
  - Participation open to all
  - Legitimacy determined by open participation and the value of the contribution
  - Consensus based decision making
  - Cooperation, Coordination and Consultation among participants and groups pushing forward initiatives

# Corporate Social Responsibility

- Ndukwe Kalu Foundation – 2014
  - non-profit and non-political organization
  - established by the stakeholders at the 5th Annual General Meeting
  - serves as a vehicle for Corporate Social Responsibility (CSR) for NiRA
- NiRA Academy – 2014
  - Serves as a Special Purpose Vehicle for NiRA
  - deepens knowledge of the Domain Name System (DNS) Industry through skill acquisition and capacity building.
  - Breeds local DNS Entrepreneurs
  - Entrepreneurship activities
- NiRA E-library – 2017
  - Free public electronic library
  - provides free Internet access for stakeholders



# NiRA Successes include

- Creating & Maintaining Business Values
- Strong Institution
- Efficient & Effective Registry
- Robust policies
- Acceptance of the .ng brand resulting in growth of strong .ng ccTLD (growth in number of domain registrations)
- Active engagement in the DNS and ICT Ecosystem in Nigeria
- Government participation
- Point of Reference for African ccTLDs
- Active participation at global events



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# Conclusion

- Effective stakeholder engagement has been instrumental in the completion of important initiatives designed to achieve NiRA's organizational mission.
- NiRA benefits from enhanced stakeholder engagement!

*“with every decision, we take into account the needs and expectations of our stakeholders!!”*

*Presentation by:*

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