

Latin American Business ICANN Participation Study

Andrew Mack, Gabriela Szlak, Mark Datysgeld

Goals

- Understanding **participation challenges** from diverse Latin American perspectives.
- Presenting additional **participation options**.
- Recommending approaches for BC action that will be self-sustaining and have potential for replicability.

Initial findings

From ICANN Meeting By the Numbers & Technical Data Reports:

- Past 2 years: LAC average attendance was 4%, and General business/Legal average was 12%.
- LAC attendance was up from 6% in Abu Dhabi to 25% in San Juan, but General business/Legal attendance remained at 13%.

Community Consultation Process to Review Current Fellowship Program:

- Number of Fellows from Latin America within the dataset is **the highest**.
- Sectorial breakdown: Private sector has the **second to last** number of Fellows; 1/3 of Civil society.
- BC Onboarding Program investigation concluded that out of over 600 Fellows, **less than 2%** qualify for BC.

Challenges identified from experience

- **Awareness:** of ICANN + BC.
- **Language:** English is spoken in less than 50% of LA.
- **Complexity:** Complexity of Topics + Time to understand ICANN + Acronyms.
- **Business Culture:** Newness of Latin America to ICANN-style associations.
- **Filtering:** Lack of acceptance for scholarship programs, challenge of finding the BC within ICANN ecosystem, competition from other Constituencies.
- **Business Rationale:** difficulty of making the case for participation, unclear home for this activity in many organizations, challenge of "success".

Data sources

Existing

- Interviews from this study
- ICANN participation statistics from last 8 meetings (By the Numbers)
- Fellows data: Accepted

Potential

- Fellows data: Applicants
- Latin American strategy data
- Data from LAC Road Show and similar
- Press information about ICANN activities

Finding interviewees

- Working through our networks and ICANN.
- Reaching out to former members + Potentials that did not convert to membership.
- Likely BC members that are in other constituencies instead of BC.
- Evaluating how companies are already addressing related activities: i.e. through sectoral organizations or professional groupings.

Approach: Semi-structured Interviews

- Objective/Framing Questions – about their business, how they are organized.
- In-depth/Experiential Questions – about their knowledge of ICANN, tech policy.
- Specific/Value Questions – how they make decisions around participation, what does it mean to make the case internally, how they perceive risk and participate in associations generally.

Nature of questions being considered

- What languages does your company work in? How does your company work with clients or partners outside of your “core” language?
- What sectoral or subject associations does your company currently belong to? Who within your company participates? How do they share data with internal stakeholders?
- How much does your company currently engage in observing or helping draft policies and laws (national or international)?
- What kinds of benefit does your company expect from joining international groups or coalitions such as ICANN? What benefit do you think you’ve received from past participation?
- If you’re familiar with ICANN, what do you know about the organization? Have you considered participating? Where within the ICANN ecosystem would you think of participating and why?

Focus on Additional Avenues for Participation

- Targeted participation – around specific issues or regional focus?
- Burden sharing – participation through groups/associations and how to make this viable for all sides?
- Reducing complexity/translation – simplifying the communications process if this is possible?
- Other ideas

LAC Study – Timeline

Deliverable

- Base Methodology
- Interviews
- Draft Report
- Feedback from BC
- Presentation of Final Report
(including BC Feedback)

Target Due Date

- 24-28 June (ICANN 62 Panamá)
- July – August
- 15 September
- 1 October
- 20-26 October (ICANN 63 Barcelona)