

LAC PDP awareness and communication

Conceptual paper

Draft 1.0

Version 1.1 - Modified September 3rd, 2018

Contents

Working group	3
Key Areas of Interest	3
Background	3
Objective	4
Goals	4
KPIs	4

Working Group

- Gabriela Gijón
- Beatriz Rodriguez
- Bruna Martins
- Erick Iriarte
- Israel Rosas
- José Arce
- Monica Romero
- Raisa Urribarri
- Manuela Peralta

Key area of interest

This project is part of policy focus and meaningful participation key area of interest of the LAC Strategy.

Background

In 2017, after consulting the Steering committee of the LAC Strategy, it was decided to renew the strategy for 2018 to 2020, the Steering committee was renamed to LAC Strategy Council and the implementation committee was going to be created.

The new LAC Strategy Council met in Abu Dhabi for a 4-hour workshop to discuss the new strategy for 2018 to 2020, in December 2017 the Council approved the final version of the strategy.

In January 10th 2018 – LAC GSE ICANN announced a call for volunteers to serve on the Implementation Committee of the Latin American and Caribbean (LAC) Strategic Plan. The volunteers will come from the LAC region and their work will focus exclusively on supporting the implementation of projects outlined in the LAC Strategic Plan.

ICANN as an organization has grown in the past few years, the number of participants, including those from the LAC region has increased. However, this has not necessarily resulted in a growing pool of volunteers from the region but it's important these volunteers have a meaningful participation in ICANNs ecosystem

It's important to raise awareness and communicate the LAC community on ICANN's PDPs to

The following projects were merged into one project:

- Policy Briefings for the LAC Region (English and Spanish)
- What is happening using current communication platforms:
 - Special Reports
 - Newsletters
- Read out Sessions

Objective

Raise awareness and communicate the LAC community on ICANN's PDP's, as a tool to help them to become active and meaningful participants in PDPs.

Goals

- Before each ICANN meeting, ICANN policy team organizes a Pre meeting policy webinars, make sure it has interpretation in Spanish and Portuguese.
- During ICANN meetings LAC GSE Comms team will
- After an ICANN meeting a readout session will be organized in order to to increase regional engagement and summarize the events of ICANN

KPI's

- Number of LAC Participants in Pre meeting policy meetings
- Number of LAC Participants in Readout sessions.
- Number of materials created to raise awareness and communicate about PDPs and LAC community participating in PDPs.

Deliverables

- Three Pre meeting policy meetings per year
- Three Readout sessions per year.
- two materials per year.