

# AFRALO FY23 OUTREACH & ENGAGEMENT STRATEGY

## ACRONYMS

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ICANN Internet Corporation for Assigned Names and Number

AFRALO Africa At-large Organisation

ALS At-Large Structure

UA Universal Acceptance

ALAC At-Large Advisory Committee

RALO Regional At-Large Organisation

GSE Global Stakeholder Engagement

## FOREWORD

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AFRALO plans to increase both its ALS and individual membership in the region by 5% in the financial year 2023. We realise that the continent is now ready on digital matters than its was before the pandemic, AFRALO therefore takes this opportunity to increase the member participation in ALAC and ICANN policy development processes through this outreach and engagement strategy.

## **Objective of the Strategy**

The African Regional At-Large Organization (AFRALO) FY23 Outreach and Engagement Strategy seeks to build on the gains of the FY22 and lessons learned during this period to ensure that AFRALO carries its mandate to champion the ICANN global agenda and mission through the regional strategy ([ICANN Africa regional plan 2021 - 2025](#)) as a blueprint for its outreach and engagement initiatives. The FY23 strategy will serve as the foundation towards the Regional At-Large Organization (RALO) General Assembly which is planned to hold sometime in 2023.

## **Mission**

To improve active participation of AFRALO members in ALAC and ICANN policy development processes and other ICANN activities. To seek to engage with existing AFRALO Individual Members, At-Large Structure (ALS) representatives and their members as well as reach out to new potential individuals and ALSes.

## **Vision**

To be the regional voice of Internet end user contributing to the development of Internet Technical Identifiers especially Names and Numbers within ICANN

## **GUIDING PRINCIPLES FOR THE FY23 O&E STRATEGY**

The AFRALO Outreach and Engagement Strategy for financial year 2023 builds from the cordial working relationship with key stakeholders in the region in its successful implementation of key projects and activities. The strategy is going to be guided by a number of key principles stemming from the ICANN Africa regional strategy in-order for us to achieve the goal of outreach and engagement within the region.

- **Aims and Objectives**
- **Key Activities**
- **Alignment of CROP/RALO discretionary funds**
- **Communication Strategy**
- **Monitoring & Evaluation**

## **Aims and Objectives**

Following the review of the Africa ICANN strategy and in furtherance of our mission and Vision, AFRALO Aims to achieve the following Objectives:

1. Promote DNSSEC and cybersecurity skills within our members and in the region
2. Promote Africa end-users leadership and participation in ICANN activities
3. Encourage the greater participation of AFRALO members through In- reach activities

4. Promote universal acceptance efforts in order to ensure the internet can be accessed in local languages.

## **Key Activities**

AFRALO has outlined a number of key activities which it targets to achieve its Aims and Objectives:

- Increase the number of AFRALO members who are actively and deeply engaged in At-Large activities including ALAC and ICANN policy advice. Through capacity building and mentorship programs we hope to have at least 5 new active members - **Obj 1, 2**
- Encourage the greater participation of AFRALO members through in-reach regional and country level activities. - **Obj 3, 4**
- Conduct a member revalidation program to re-establish communication with all our existing members
- Work with the Global Stakeholder Engagement (GSE) team in identifying and participating in key events across the region especially in countries without At-Large Structures (ALSes) to make the adequate outreach to bring into ICANN Arena:
  - African Internet organisations and make them interested in joining AFRALO as ALSes
  - Non-affiliated African individuals and make them interested in becoming AFRALO Individual members
- Make presentations about topics under discussion in ICANN to highlight the African ICANN community effective participation in ICANN policy discussions
- Continue to identify key stakeholders like universities, digital rights organisations and organise discussions about Internet Governance and build young people's interest in joining ICANN
- Work with AFRALO At-Large Advisory Committee (ALAC) representatives in coaching new members towards ICANN leadership positions
- Promote AFRALO success stories via the wiki and Social media - **Obj 1,2,3,4**

### **Some Events where AFRALO plan to participate or Organise**

#	Events	Proposed Date
1	Africa Engagement Forum	TBC
2	West Africa IGF	TBC
3	Africa Internet Summit	TBC
4	Africa IGF	TBC
5	Southern Africa IGF	TBC
6	North Africa IGF	TBC
7	East Africa IGF	TBC
8	Forum on Internet Freedom in Africa (FIFA)	TBC
9	AFRALO capacity building webinar series	Every Quarter

### **CROP FUNDS ALIGNMENT**

The table below outlines how the CROP discretion funds can be channelled through some of the earmarked activities in the region.

#	Activity	Needs RALO Discretionary Funding
1	Africa Engagement Forum	Yes
2	West Africa IGF	No
3	Africa Internet Summit	Yes
4	Africa IGF	Yes
5	Southern Africa IGF	No
6	North Africa IGF	No
7	East Africa IGF	No
8	Forum on Internet Freedom in Africa (FIFA)	No
9	AFRALO capacity building webinar series	N/A

## **Communication Strategy**

The implementation of the AFRALO FY23 O&E Strategy will require a communication strategy that works for the targeted audience in their own communities. The strategic approaches table below summarises the targeted approaches and the expected benefits.

Strategic Approach	Description	Available Resource	Rank

Use Social Media	This has a better reach and appeal to a specific regional demographic and therefore could bring us the much needed numbers.	Can easily work with the regional Social Media Lead	5
Use Flyers, posters	Targeting the ALS and regional activities where these flyers and any print material can be distributed.	Use part of the CROP/RALO discretionary funds	4
Word of mouth	Targeted at encouraging all AFRALO members to engage with their communities on ICANN work and it's regional strategy	Members of the ALSes and individual members	4
Webinar series	Conduct webinars which will allow onboarding of new individual members	ICANN Zoom account	4

## **Monitoring and Evaluation**

To keep track of the achievement of the objectives of the strategy, a monitoring and evaluation matrix table shall enable AFRALO to follow up and evaluate on the impact

Key Indicator	Activity	Outcome
Grow the # of AFRALO Individual members 5%	Regional key activities	Increased AFRALO visibility and the number of individual members.
Grow the # of ALSes	Regional and Continental activities	Increased AFRALO visibility and the number of new ALSes
Increase Participation in ICANN Policy development by 5%	Through the targeted regional activities, promote ICANN Africa strategy	Increased number of interested individuals participating in ICANN and ALAC policy development
Strong participation in Universal Acceptance	Regional activities and UA project	More UA course graduates and projects.

principles		
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