

REQUEST INFORMATION

Title of Proposed Activity		
Continuation of Communication Support		
Community Requestor Name	Chair	
NCUC	Bruna Martins dos Santos	
ICANN Staff Community Liaison		
Maryam Bakoshi		

REQUEST DESCRIPTION

1. Activity: Please describe your proposed activity in detail

We would like to request the continuation of communication support, which entails but is not restricted to general communication resources (such as flyers, stickers and banners) and targeted content for civil society groups in specific regions. These also include, but are not restricted to, the NCUC privacy stickers for laptops and smartphones. These resources are of paramount importance to our outreach activities and to informing potential members about NCUC mission and values at ICANN meetings and other related meetings. They are a key part of our ongoing communications and engagement strategy either during ICANN meetings (for the purpose of NCUC outreach to other parts of the community) or when our members participate in non-ICANN events.

This FY21 we would also include developing shorter versions of the NCUC Onboarding Program materials for both print and online (e.g.: NCUC Website and Twitter). This request also includes the objective to develop an abridged version of the NCUC Onboarding Program, which seeks to inform and engage newcomers with policy development processes. The current Onboarding Program has proved to be successful in creating new avenues for informing and engaging participants. One example being the initiative from our members to translate the Onboarding documents to French so as to expand its reach.

2. Type of Activity: e.g. Outreach - Education/training - Travel support - Research/Study - Meetings - Other

Other

3. Proposed Timeline/Schedule: e.g. one time activity, recurring activity

Recurring activity

REQUEST OBJECTIVES

1. Strategic Alignment. Which area of ICANN's Strategic Plan does this request support?

Regarding [ICANN's Strategic Plan for fiscal years 2021-2025](#), it is aligned with the broader strategic objective to "Improve the effectiveness of ICANN's multistakeholder model of governance" and, more specifically, with the following goals:

- Support and grow active, informed, and effective stakeholder participation.
- Sustain and improve openness, inclusivity, accountability, and transparency.

Moreover, this request mainly supports the following ICANN's core value:

"(ii) Seeking and supporting broad, informed participation reflecting the functional, geographic, and cultural diversity of the Internet at all levels of policy development and decision-making to ensure that the bottom-up, multi-stakeholder policy development process is used to ascertain the global public interest and that those processes are accountable and transparent".

2. Demographics. What audience(s), in which geographies, does your request target?

The request directly targets more than 700 NCUC organisational and individual members from more than 100 countries in all ICANN regional groups and potential new members from all regions and at different global I* events.

3. Deliverables. What are the desired outcomes of your proposed activity?

- Updated flyers
- Privacy stickers
- Abridged NCUC Onboarding Program materials

4. Metrics. What measurements will you use to determine whether your activity achieves its desired outcomes?

Increase in memberships

Increase in members' engagement with NCUC activities

Increase in attendance and participation at NCUC onsite and online sessions

RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise):

Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments

Subject Matter Expert Support:

Yes - printing/design support

Technology Support: (telephone, Adobe Connect, web streaming, etc.)

No

Language Services Support:

Yes - translation services

Other:

This is a continuation of the Additional Budget Request for Communication support presented on FY18, FY19 and FY 20.

Travel Support:

No

Potential/planned Sponsorship Contribution:

No

REQUEST INFORMATION

Title of Proposed Activity

Enhancing Civil Society advocacy at ICANN

Community Requestor Name

NCUC

Chair

Bruna Martins dos Santos

ICANN Staff Community Liaison

Maryam Bakoshi

REQUEST DESCRIPTION

1. Activity: Please describe your proposed activity in detail

For the past three years, NCUC has been working with ICANN org in order to offer opportunities that would enable the constituency members to increase their policy skills and better participate in PDPs and Leadership roles. Therefore, building on the success of of the NCUC Policy Writing Courses previously accepted for [FY18](#), [FY19](#) and [FY20](#) the NCUC would like to propose a course that would help us foster the capacities of our individual and organizational members, especially in developing countries, to communicate and to engage a variety of people and communities in.

For over a decade this constituency has been advocating for positions on domain name-related policies that protect and support noncommercial communication and activity on the Internet and also helping shape the Generic Names policies through participation at PDPs. Despite that, considering the continuous growth seen on our membership numbers we are also identifying the lack of proper tools to ensure that the membership engagement is not discontinued and also ways of discussing capacities to influence and seek change.

Having said that, the course would be focused on topics such as communications, dialogue, volunteering and Cultural diversity in order to strengthen and improve the way our members advocate for NCUCs Mission and core values. Additionally it would help familiarize members with the ICANN MS community at the working level, and teach them the skills they need to successfully bring their critical analysis to the ongoing work of committees. Considering the two membership options NCUC offers - Organizational and individual members - focusing on the advocacy capacity of communities, individuals and the organisations representing them, whilst also supporting the capacity of the advocacy targets is the main goal here.

The course would be offered at one of the FY21 ICANN meetings, as a full or half day course (depending on available funds) and will focus on the following course material:

- Brief introduction on the history of ICANN and Civil Society advocacy in Internet Governance;
- Analysis of Advocacy Capacities of Communities and organizations;
- Exercise of Identification of Advocacy spaces and positions- GNSO council, PDPs, Review Teams.
- Methodologies and continuous improvement in managing the work, with mention of GNSO PDP improvement activities

- Critical analysis of Civil Society as an stakeholder and paths for cooperation - boto inside and outside of NCUC.
- Case studies and role playing.

Goal: Enabling a Constituency wide review of our advocacy capacities; Approaching the advocacy capacity of the communities, individuals and organisations represented at NCUC and assessing the possible spaces for advocating for our mission and cooperating with other stakeholders.

The general objective is to increase our Constituency's communications skills, as well as strategic planning, with sessions that would allow us to assess the challenges faced until now and train new members with both F2F and online sessions - granting new opportunities for those who were not able to attend the sessions neither physically or remotely. The proposal requests a program/ hands-on format training on the development of advocacy skills, cooperation opportunities, identifying advocacy spaces and a policy development participation toolkit.

Format of the program: The program is divided into two segments: (1) Constituency wide exercise of identifying the bridges posed to NCUC advocacy activities, our participation at the icann community and successful cases; (2) online training - one online webinar - on Advocacy capacities for selected NCUC members with the materials developed for the ICANN Leadership Course, Conflict resolution and other applicable Advocacy Capacity Building related resources; and (3) one-day/half-day onsite training to be held before or in parallel to ICANN public meetings provided for members who are already attending the discussion. The onsite training will also allow remote participation.

2. Type of Activity: e.g. Outreach - Education/training - Travel support - Research/Study - Meetings - Other

Training for engagement and participation in Advocacy skills, travel for selected new/active members in order that they can participate.

3. Proposed Timeline/Schedule: e.g. one time activity, recurring activity

One-time activity depending on availability of funding, course materials to be offered to ICANN learn to further our contributions to that capacity building. The course would encompass (a) an internal Constituency consultation on issues and challenges, (b) one online webinar and © the onsite training to be held prior to one of the three ICANN meetings, ideally during Community Forum or one day before the Policy Forum.

REQUEST OBJECTIVES

1. Strategic Alignment. Which area of ICANN's Strategic Plan does this request support?

Aligned with ICANN's mission, commitments and core values. Additionally, regarding the [ICANN's Strategic Plan for fiscal years 2021-2025](#), the proposed training matches the Strategic Objective of *improving the effectiveness of ICANNs multistakeholder model of governance* and the following goals:

- Strengthen ICANN's bottom-up multistakeholder decision-making process and ensure that work gets done and policies are developed in an effective and timely manner.
- Support and grow active, informed, and effective stakeholder participation.
- Sustain and improve openness, inclusivity, accountability, and transparency.

2. Demographics. What audience(s), in which geographies, does your request target?

All ICANN regional groups (note NCUC has members in more than 100 countries). Members from developing countries that apply for such funding through NCUC Exec Comm will be given priority. In addition, regional proximity to ICANN meetings might also be considered (but other factors are also important in deciding which member will be participating in the training and attending the meetings)

3. Deliverables. What are the desired outcomes of your proposed activity?

1. At least 8 NCUC members trained in Advocacy Skills and opportunities at ICANN.
2. Issuance of at least 2 policy positions/statements by those participating in the program. The trained NCUC members will help shape the NCUC future advocacy activities and strategic plans.
3. More participation of NCUC members at WG/CCWGs - as well as review teams and leadership positions -, and new submissions to ICANN's public comments.

4. Metrics. What measurements will you use to determine whether your activity achieves its desired outcomes?

The proposed training will reach its desired outcomes once our - new/less experienced - members start being more vocal both on our mailing list and at the ICANN community. Therefore, we will be assessing the numbers of NCUC members participating in drafting public comments and volunteering to become rapporteurs, chairs of working groups, effective participants in working groups, writing blog posts on policy issues being discussed at GNSO and ICANN, and active in internal NCUC processes. Each of these measurements will have a number and as necessary related outcomes can be described.

We will also seek to improve continuous interaction with staff to also map other metrics/variables that might further help us in measuring the success and impact of the program (i.e.: attendance). Such an effort would also contribute to strategically tethering the format and demands we aim to address within our Constituency in case of future editions.

RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise):

Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments

Subject Matter Expert Support:

Yes, trainer in policy development and writing.

Technology Support: (telephone, Adobe Connect, web streaming, etc.)

Yes, for the online portion of the program. Adobe connect, shared work spaces.

Language Services Support:

No

Other:

Stationary services - Paper board (for example) and other resources that might be aid the trainer in conducting the course.

Travel Support:

Accomodation for activity before the respective ICANN meeting

Potential/planned Sponsorship Contribution:

Yes (NCUC could secure a short amount of its own funds to secure food/catering for the required onsite training and even travel support for one or two selected members)