

**Non-Commercial Users Constituency  
FY20 Additional Budget Request  
JAN 2019**

Submissions period closes on the 25th of January.

Full timeline [here](#)

NCUC FY19/FY18 ABRs [here](#)

Suggestions for ABRs

1. NCUC Policy Writing Course
2. IGF
3. Outreach support --
  - a. Such as lunch for NCUC-At-Large Outreach
4. Communications Support ABR
5. Research Support

## REQUEST INFORMATION

Title of Proposed Activity

Continuation of Policy Writing and Advocacy Training

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

We would like to propose the continuation of the NCUC Policy Writing Course previously accepted for [FY18](#) and [FY19](#). The Course would allow members to be empowered to engage in the process writing comments. NCUC relies on a significant network of civil society, advocacy groups and individuals across different regions (more than 560 members from more than 100 countries) and we understand that the policy training is essential to activating this valuable resource. The program has already proven fruitful in, at least, two ways. First, the Writing Course has stimulated new members to engage in policy. Second, as more members are engaging in policy writing, they share the task of building a comment thus creating new avenues for collaboration. At the NCSG level, [37 comments](#) were submitted in 2018 with the participation of (a) 7 out of 9 NCUC F2F policy-writing course attendees, (b) 12 out of [38](#) NCUC members who participated in the pre-policy writing course webinars held in February 2018 and (c) 13 out of [25](#) NCUC members who participated in the final webinar in April 2018. We strongly believe that such information supports the fact that capacity building efforts within NCUC, such as this course, can add significantly to our Stakeholder policy engagement as there is interest coming from our members towards tool that would enable them to qualify their participation in PDPs.

**Goal:** This is a continuation of a pilot Policy Writing Training successfully conducted in FY18 which occurred during ICANN61. The general strategic objective is to start a new *cycle* of policy training for NCUC members with both F2F and online sessions - granting new opportunities for those who were not able to attend the sessions neither physically or remotely. This would provide important training for NCUC members to develop their policy development skills and enable more effective participation in ICANN PDPs (policy development processes, working groups and cross-community working groups).

This proposal aims to prepare NCUC members to become penholders of important policy documents in ICANN WG/CCWG, and to be able to lead policy development processes through the NCUC. It is also important for our members to be upskilled in writing internal procedures and policies with regards to the governance of NCUC. The proposal requests a program/ hands-on format training on writing effective procedures and policies and public comments, developing advocacy skills and a policy development participation toolkit.

**Format of the program:** The program is divided into two segments: (1) online training on policy writing for selected NCUC members with the materials developed through the first edition of the training and made available at ICANN Learn online platform and) one Policy writing webinar and (2) one-day onsite training to be held before or in parallel to ICANN public meetings provided for members who are already attending the meeting. The onsite training will also allow remote participation.

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

Policy writing training

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

One-time activity (to be held previously to one of the three yearly of 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:**

- Coordinating the community's policy development efforts reasonably and appropriately related to these technical functions
- Employing open, transparent and bottom-up, multistakeholder policy development processes that are led by the private sector (including business stakeholders, civil society, the technical community, academia, and end users).
- Empowering current and new stakeholders to fully participate in ICANN activities.
- Developing a globally diverse culture of knowledge and expertise available to ICANN's Board, staff and stakeholders.

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 10 NCUC members trained in writing policy documents and public comments writing.

2. Issuance of at least 4 public comments by those participating in the program. The trained NCUC members will help shape the NCUC Policy Committee in the future.

3. More participation of NCUC members at WG/CCWGs and submissions to ICANN's public comments.

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

We will know the number 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. Last but not least, each participant of the course will be asked to volunteer as penholder of at least one public comment past the course.

## 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)

## 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 in during ICANN meetings (NCUC outreach) or in other events/panels our members might participate at.

This FY20 we would also include developing short informative versions of the NCUC Onboarding Program materials to print and circulate 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 2016-2020](#), it is aligned with the following strategic objectives:

"1.2 Bring ICANN to the world by creating a balanced and proactive approach to regional engagement with stakeholders." -- Accurate and multilingual communication resources for both inreach and outreach objectives strengthens inclusive engagement strategies across all ICANN regional groups.

"1.3 Evolve policy development and governance processes, structures and meetings to be more accountable, inclusive, efficient, effective and responsive." -- Access to accurate and barrierless information about engagement opportunities at policy development and governance processes, structures and meetings, enhances an open, transparent, inclusive and legitimate decision-making process.

"3.3 Develop a globally diverse culture of knowledge and expertise available to ICANN's Board, staff and stakeholders." -- The proposal seeks to attract and retain high-level talent, as well as to enhance members' contributions to the community. It also seeks to prevent barriers to ICANN participation, especially regarding newcomers.

"4.1 Encourage engagement with the existing Internet governance ecosystem at national, regional and international levels." -- Communication support will be used to share our principles and engagement within the ICANN ecosystem to our networks and wider civil society at the internet governance and related ecosystems. We strongly believe that this would have a positive impact on perceptions of our engagement and would favor partnership and engagement with stakeholders to support an inclusive participation in ICANN.

"5.3 Empower current and new stakeholders to fully participate in ICANN activities." -- This proposal would certainly increase accessibility, knowledge and capability of NCUC current and potential members, especially among members from under-represented communities.

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 for FY18 (FY18-20-NCUC - Continuation of Communication support) and FY19 (FY19-45-NCUC-Continuation of Communication Support)

Travel Support:

No

Potential/planned Sponsorship Contribution:

No

## REQUEST INFORMATION

Title of Proposed Activity		
Travel support for IG related events		
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
2. Type of Activity: e.g. Outreach - Education/training - Travel support - Research/Study - Meetings - Other
Travel support
3. Proposed Timeline/Schedule: e.g. one time activity, recurring activity
One time activity

## REQUEST OBJECTIVES

1. Strategic Alignment. Which area of ICANN's Strategic Plan does this request support?
Regarding <a href="#">ICANN's Strategic Plan for 2016-2020</a> , it is aligned with the following strategic objectives:  "4.1 Encourage engagement with the existing Internet governance ecosystem at national, regional and international levels."

“4.3 Participate in the evolution of a global, trusted, inclusive multistakeholder Internet governance ecosystem that addresses Internet issues” --

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

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

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

## 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:

No

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

No

Language Services Support:

No

Other:

-
Travel Support:
Yes
Potential/planned Sponsorship Contribution:
No