**Draft Strategy Document for ensuring more African representation in ICANN leadership positions**

**Problem Statement**

Every year, a number of positions fall vacant within various constituencies within ICANN including the board. Efforts have been made to ensure Africans participate actively and effectively by being part of different constituencies as well as taking up leadership positions within the constituencies including the board. Despite these efforts the number of Africans occupying leadership positions within various constituencies is still low despite the fact that the continent has qualified human resources to fulfill the tasks.

The African Regional At Large organization has established a task force to examine the above mentioned challenges and advise the leadership on ways of mitigating the problem.

At the 51st ICANN meeting in Los Angeles, the task force met and agreed to create a subcommittee that would consider the following inter alia :

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 How to create awareness within the African continent on how citizens can participate within ICANN using networks created by Africa region At large structures. This will entail:

 Outreach through targeted communication for example mailing lists, social media, websites.

**Methodology**

It was agreed that to achieve the above mentioned the following approaches be considered:

* Creating a website containing profiles of Africans who have served within ICANN highlighting their achievements with a view to encouraging more Africans to volunteers their skills to serve within ICANN.
* Reaching out to the African  Internet community with a view to encouraging them to participate actively in the domain name business and engage businessmen from other regions within the ICANN community
* Preparing a one page leaflet that enumerates the open positions and its benefits in summary to encourage interest.
* Identifying internet related events and determining individuals who will be attending to leverage on them for outreach
* Sending ambassadors to regional meetings. This can be achieved through taking advantage of the CROPP facility.
* Identifying and recommending qualified people within the African region.

**ACTIVITY PLANNING**

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| **Activities** | **Timelines** | **Estimated time required** | **Action led By** |
| Elaboration of a Strategy Document to be submitted to AFRALO Leadership Team | 20th October - 7th November 2014 | 3 weeks | Barrack Otieno |
| Identification of Africans who have served on various positions in ICANN for Inclusion on a Website /Portal to motivate other applicants | 27th October 2014 | 1 week | Mercy Moyo |
| Submission of the Strategy document to AFRALO LT and approval by AFRALO | 7-15 November 2014 | 1 week | Fatimata Seye Sylla |
| Development of a Website / Portal containing the profile of Africans who have served on various ICANN Constituencies | 15th November - 15th December 2014 | 1 Month | Mwendwa Kivuva |
| Preparation of one page leaflet that enumerates the open positions and its benefits | 15-18 November 2014 | 2-4 days | Seun Ojedeji |
| Outreach to the African internet CommunityThrough At Large Structures and mailing lists  | 1st December 2014 - 31st March 2015 | 4 Months | AFRALO Secretariat |
| Sending Ambassadors to Regional Internet Meetings using the CROPP Facility with a specific objective to recruit potential candidates.AFRALO Members to play a lead role through at large structures closer to where the meetings are being held once approved by the CROPP Team | From 1st December 2014 | 12 Months | AFRALO ALS’s |
| Coaching potential candidates to apply in the leadership positions available according to their profile | 1st December 2014 - 31st March 2015 | 4 months | AFRALO Leadership Team |
| Evaluation of the outreach activities | from September 2015 | 1 week | AFRALO Leadership Team |