

Latin America and the Caribbean Strategic Plan

LAC Strategy Steering Committee Workshop

Montevideo, 15th - 16th September 2015

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Objectives

The workshop concept and methodology had the following three primary objectives:

- To provide an update of the results of ongoing Projects of the LAC Strategy.
- To review new objectives for the LAC Strategy based on the experience of implementation and the community's needs
- To align the LAC Strategy with ICANN's new Strategic Plan 2016 – 2020

Methodology

Day 1 (Morning Session)

9:00 – 12:30

It was an interactive session; Rodrigo Saucedo presented the results of the ongoing Projects of the LAC Strategy.

Day 1 (Afternoon Session)

14:00 – 18:00

In this session members of the Steering Committee discussed and proposed objectives and align the objectives with ICANN's Strategic Plan 2016-2020

Day 2 (Morning Session and Afternoon Session)

9:00 – 12:30 14:00 – 18:00

In this session members of the Steering Committee discussed and suggested projects for each objective for the new LAC Strategy.

Comparison Chart

ICANN's Strategic Plan 2013 - 2016	ICANN's Strategic Plan 2016 - 2020
Strategic Focus Areas	Strategic Objectives
<p>DNS Security and Stability</p> <ul style="list-style-type: none"> • Maintain & drive DNS availability • Enhance risk management & resiliency of the DNS, IP addresses & parameters • Promote broad DNSSEC adoption <p>Enhance international DNS cooperation</p> <ul style="list-style-type: none"> • Improve responses to DNS security incidents 	<p>Evolve and further globalize ICANN.</p> <ul style="list-style-type: none"> • Further globalize and regionalize ICANN functions. • Bring ICANN to the world by creating a balanced and proactive approach to regional engagement with stakeholders. • Evolve policy development and governance processes, structures and meetings to be more accountable, inclusive, efficient, effective and responsive.
<p>Healthy Internet Ecosystem</p> <ul style="list-style-type: none"> • Strive to be an exemplary international multi-stakeholder organization • Increase stakeholder diversity and cross-stakeholder work • World-class accountability and transparency (ATRT actions) • Act in global public interest • Enhance trust in ICANN's stewardship • Act in global public interest. 	<p>Support a healthy, stable, and resilient unique identifier ecosystem.</p> <ul style="list-style-type: none"> • Foster and coordinate a healthy, secure, stable, and resilient identifier ecosystem. • Proactively plan for changes in the use of unique identifiers and develop technology roadmaps to help guide ICANN activities. • Support the evolution of domain name marketplace to be robust, stable and trusted.
<p>Competition, Consumer Trust and Consumer Choice</p> <ul style="list-style-type: none"> • Maintain single authoritative root • Rollout new gTLDs including IDNs • Increase TLD options in more languages • Lower registration abuse • Increase industry competition 	<p>Advance organizational, technological and operational excellence.</p> <ul style="list-style-type: none"> • Ensure ICANN's long-term financial accountability, stability and sustainability. • Ensure structured coordination of ICANN's technical resources. • Develop a globally diverse culture of knowledge and expertise available to ICANN's Board, staff and stakeholders.
<p>Core Operations including IANA</p> <ul style="list-style-type: none"> • Flawless IANA operations • Continue long-term IANA functions responsibility • Resilient L-Root operations • Continual improvements (EFQM) • Internationalization • ICANN meeting evolution 	<p>Promote ICANN's role and multistakeholder approach.</p> <ul style="list-style-type: none"> • Encourage engagement with the existing Internet governance ecosystem at national, regional and international levels. • Clarify the role of governments in ICANN and work with them to strengthen their commitment to supporting the global Internet ecosystem. • Participate in the evolution of a global, trusted, inclusive multistakeholder Internet governance ecosystem that addresses Internet issues. • Promote role clarity and establish mechanisms to increase trust within the ecosystem rooted in the public interest
	<p>Develop and implement a global public interest framework bounded by ICANN's mission.</p> <ul style="list-style-type: none"> • Act as a steward of the public interest. • Promote ethics, transparency and accountability across the ICANN community • Empower current and new stakeholders to fully participate in ICANN activities.

LAC Strategy 2013-2016 Objectives and LAC Strategy 2016-2020 Objectives

Key area of interest	Objectives LAC Strategy 2013-2016	Objectives LAC Strategy 2016-2020
I. Political Issues	<ul style="list-style-type: none"> • Security, Stability and Resiliency of ccTLDs • Engagement with Regional Organizations. • Strengthen the Multistakeholder Model. • Accountability of organizations with ICANN funding. 	<ul style="list-style-type: none"> • Foster the Multi-stakeholder Model (MSH) in the LAC region. • Get regional stakeholder groups especially Governments engaged in the discussions on the future of IANA Stewardship Transition and Accountability implementation. • Support the diverse and meaningful Regional participation in the IANA Stewardship Transition and Accountability implementation.
II. Capacity Building and Outreach	<ul style="list-style-type: none"> • Regional Capacity Building Programs • Capacity Building for Governments • Capacity Building for Users • Capacity Building in Technical Aspects of the DNS • Participation Schemes • Strengthen Regional Participation • Participation of Corporations and Organizations • Participation of Academia • Participation of Other Stakeholders 	<ul style="list-style-type: none"> • To increase and improve engagement initiatives to existing members of ICANN's multistakeholder community (Governments, end-users, Civil Society, Technical Community, Academia, Private Sector and Business) regarding issues related with ICANN and the DNS. • To bring new people and organizations into ICANN's multistakeholder community through ongoing and new outreach mechanisms/activities. (Governments, end-users, Civil Society, Technical Community, Academia, Private Sector and Business).
III. Operations	<ul style="list-style-type: none"> • Security, Stability and Resiliency of the DNS • Adequate deployment of IPv6 • Operational Capacity of ccTLDs • Implementation of the new gTLD program 	<ul style="list-style-type: none"> • Support operational development of registries and registrars from the Region • Contribute to a Secure, Stable and Resilient DNS in the Region. • Contribute to a Secure, Stable and Resilient DNS in the Region by partnering with regional/national organizations. • Support the promotion of an adequate deployment of IPv6 accelerating the adoption in the region
IV. Economic Issues	<ul style="list-style-type: none"> • A better design of ICANN meetings • Reduce participation barriers • Registries and Registrars • New Related Services • Sustainability model for ccTLDs • UDRP regional supplier 	<ul style="list-style-type: none"> • Support the development of the LAC DNS Industry. • To promote stable partnerships with Regional and National Organizations for the development of the domain name industry in the region via Capacity Building initiatives

LAC Strategy suggested objectives aligned with ICANN’s Strategic Plan 2016-2020 objectives.

	Evolve and further globalize ICANN	Support a healthy, stable, and resilient unique identifier ecosystem	Advance organizational, technological and operational excellence	Promote ICANN’s role and multistakeholder approach.	Develop and implement a global public interest framework bounded by ICANN’s mission
Political Issues	<ul style="list-style-type: none"> • Get regional stakeholder groups especially Governments engaged in the discussions on the future of IANA Stewardship Transition and Accountability implementation. • Support the diverse and meaningful Regional participation in the IANA Stewardship Transition and Accountability implementation. 			<ul style="list-style-type: none"> • Foster the Multi-stakeholder Model (MSH) in the LAC region. 	
Capacity Building and Outreach	<ul style="list-style-type: none"> • To bring new people and organizations into ICANN’s multistakeholder community through ongoing and new outreach mechanisms/activities. (Governments, end-users, Civil Society, Technical Community, Academia, Private Sector and Business). 				<ul style="list-style-type: none"> • To increase and improve engagement initiatives to existing members of ICANN’s multistakeholder community (Governments, end-users, Civil Society, Technical Community, Academia, Private Sector and Business) regarding issues related with ICANN and the DNS.

<p>Operations</p>		<ul style="list-style-type: none"> • Support operational development of registries and registrars from the Region Contribute to a Secure, Stable and Resilient DNS in the Region. • Contribute to a Secure, Stable and Resilient DNS in the Region by partnering with regional/national organizations. • Support the promotion of an adequate deployment of IPv6 accelerating the adoption in the region 			
<p>Economic Issues</p>		<ul style="list-style-type: none"> • Support the development of the LAC DNS Industry. 			<ul style="list-style-type: none"> • To promote stable partnerships with Regional and National Organizations for the development of the domain name industry in the region via Capacity Building initiatives

Projects

1. Political Issues

Objective 1.1

Foster the Multi-stakeholder Model (MSH) in the LAC region

Project 1.1.1

Promote Coordination and engagement with Regional Organizations in regional and global Internet Governance (IG) meetings. (CITEL, ITU, IGF)

Indicators

- Number of joint events where IG topics are discussed
- Number of joint initiatives related to IG
- Number of issues on which IG coordination has taken place in a given period of time

Project 1.1.2

Observatory for Local and Regional MSH IG initiatives to support Regional and Local MSH IG initiatives in coordination with Regional Organizations. (LACIGF, CaribbeanIGF)

Indicators

- Establishment of Observatory
- Number of entries regarding Inventory/database of Regional MSH IG initiatives.
- Number of entries regarding Inventory/database of Local or National MSH IG initiatives.
- Number of visits to the Observatory per month

Objective 1.2

Get regional stakeholder groups especially Governments engaged in the discussions on the future of IANA Stewardship Transition and Accountability implementation.

Project 1.2.1

High-level briefing

Indicators

- Number of briefing letters sent to Governments and other stakeholder groups.
- Number of new Governments involved in the discussions.
- Number of instances of Government Engagement on the IANA Stewardship transition by Government
- Number of public comments (in ICANN and otherwise) by Governments on the IANA Stewardship Transition

Objective 1.3

Support the diverse and meaningful Regional participation in the IANA Stewardship Transition and Accountability implementation.

Project 1.3.1

Regional Task force

Indicators

- Establishment of task force
- Number of specific actions of the task force with impact in participation

2. Capacity Building and Outreach

Objective 2.1

To increase and improve engagement initiatives to existing members of ICANN's multistakeholder community (Governments, end-users, Civil Society, Technical Community, Academia, Private Sector and Business) regarding issues related with ICANN and the DNS.

Project 2.1.1

Capacity Building Webinars

Indicators

- Number of stakeholders from the region participating actively in WG-AC-SO
- Number of webinars developed
- Click-through rate
- Attendee ratio
- Distribution (by region, by stakeholder group) of attendees in webinars
- Follow up activities resulting from Webinars
- Establishment of task force
- Number of follow up activities resulting from Webinars

Project 2.1.2

Capacity Building e-learning courses

Indicators

- Number of courses developed
- Number of participants in each course
- Distribution (by region, by stakeholder group) of attendees in courses

Project 2.1.3

Capacity Building seminars (face-to face)

Indicators

- Number of seminars
- Number of people attending seminars

Project 2.1.4

ccTLD Internship program

Indicators

- Number of participants
- Outcome and anecdotal information about experience.
- Establishment of specific objectives of Internship program
Documentation of the extent to which the objectives of the program are met by each of the interns participating

Objective 2.2

To bring new people and organizations into ICANN’s multistakeholder community through ongoing and new outreach mechanisms/activities. (Governments, end-users, Civil Society, Technical Community, Academia, Private Sector and Business).

Project 2.2.1

LAC – i Roadshow (IPv6, SSR, new gTLDs)

Indicators

- Number of participants that attended the Roadshow by sector
- Number of media outlets that publish material about the Roadshow.
- Number of new people involved in ICANN by sector or stakeholder group
- Number of regional and national organizations participating in the Roadshow

Project 2.2.2

Outreach Webinars

Indicators

- Number of webinars developed
- Click-through rate
- Attendee ratio
- Distribution (by region, by stakeholder group) of attendees in webinars
- Online Polls
- Exit Surveys
- Follow up activities resulting from Webinars

Project 2.2.3

E-learning courses

Indicators

- Number of Courses
- Number of people taking the courses

Project 2.2.4

Support outreach (CROPP)

Indicators

- Number of supported outreach trips
- Number of stakeholders reached
- Number of new follow up stakeholders engaged
- Number of follow up activities resulting from CROPP program (participation on working groups etc.)
-

Project 2.2.5

Support face-to-face outreach events

Indicators

- Number of events supported
- Number of stakeholder reached
- Number of new stakeholders engaged
- Number of follow up actions resulting from events

Project 2.2.6

Outreach strategy for those countries with stakeholder gap

Indicators

- Establishment of the gaps (ccNSO, GAC, At-LARGE etc)
- Measurement of how this gap is filled by country

Project 2.2.7

Contests and Awards

Indicators

- Establishment of the objective of the contests and awards and measurement of the extent to which these objectives are met

Project 2.2.8

Engagement and outreach activities in ICANN meetings type B

Indicators

- Number of activities held
- Number of stakeholders reached
- Number of new stakeholders engaged
- Number of resultant follow up activities

Project 2.2.9

Communication Plan (Web Site, Inventories, newsletter, materials)

Indicators

- Number of Page views (website)
- Number of users (website)
- Number of Subscribers (Newsletter)
- Number of editions (Newsletter)
- Number of followers (Newsletter)
- Number of materials for economic stakeholders in the region.
- Number of translated and published documents/blogs posts

Project 2.2.10

Caribbean Working Group

Indicators

- Number of issues addressed
- Number of new stakeholders engaged
- Number of facilitated participants on other working groups in the LAC strategy and in ICANN generally
- Number of new participants facilitated in ICANN e.g. councils etc.
- Number of articles, blogs, public comments etc.

3. Operations

Objective 3.1

Support operational development of registries and registrars from the Region

Project 3.1.1

Technical specification guide to become an ICANN accredited registrar

Indicators

- Development of guide
- Number of regional stakeholders engaged in process of development
- Comments on usefulness of guide

Project 3.1.2

Technical help desk

Indicators

- Establishment of desk
- Number of calls to the desk
- Resolution rate of calls received by the help desk
- Duration of time for which calls remain outstanding
- Number of outstanding calls

Project 3.1.3

Development of EPP for registries and registrars

Indicators

- Number of new registries and registrars using EPP

Project 3.1.4

To support the implementation of registries systems compatible with EPP

Indicators

- Number of registries and registrars assisted with the deployment of EPP

Objective 3.2

Contribute to a Secure, Stable and Resilient DNS in the Region by partnering with regional/national organizations.

Project 3.2.1

LAC DNS Observatory

Indicators

- Establishment of observatory
- Number of entries in database
- Publish data analysis
- Number of visits to the Observatory

Project 3.2.2

Training

Indicators

- Number of training programs held
- Number of participants in each training program

Project 3.2.3

“L” Root Deployment in the Region

Indicators

- Number of L-Root single deployments
- Number of instances of initiation of discussion on the establishment of L-Roots

Project 3.2.4

Deploy Anycast (.net .org and .com) copies in the Region.

Indicators

- Number of Anycast deployments in the region

Objective 3.3

Support the promotion of an adequate deployment of IPv6 accelerating the adoption in the region

Project 3.3.1

Business case studies of IPv6 deployment with cost chart range according with ISPs size

Indicators

- Number of traffic of IPv6 in the LAC Region
- Number of case studies initiated
- Number of case studies completed
- Number of comments on the value of the completed case studies

Project 3.3.2

Identify content creators in the region and create informative material

Indicators

- Number of content creators identified
- Number informative material created for content creators

Project 3.3.3

Technical assistance to small and medium ISPs in the Region

Indicators

- Number of ISP's assisted
- Comments from ISP on value of assistance

Project 3.3.4

New IPv6 initiatives in the region

Indicators

- Number of initiatives
- Comments on the value of the initiatives

4. Economic Issues

Objective 4.1

Support the development of the LAC DNS Industry

Project 4.1.1

Study about the DNS marketplace in Latin America and the Caribbean

Indicators

- Execution of study
- Analysis of responses to the study
- Publication of results of the study

Project 4.1.2

Communication

Indicators

- Number of material developed to promote the LAC DNS Industry

Project 4.1.3

Reduce economic barriers for the LAC Region and contribute for ongoing underserved initiatives in ICANN's Global Strategy

Indicators

- Number of economic barriers which are reduced
- Number of new participants (registries, registrars, others) as a result of the reduction of the barriers

Project 4.1.4

Develop a paper to conduct an analysis why the Applicant support program for new gTLDs failed for the LAC Region

Indicators

- Execution of analysis
- Publication of paper
- Comments form community of the validity of the results in the paper

Project 4.1.5

Based on the previous analysis propose recommendations that could include a remedial round for the Region

Indicators

- Number of specific recommendations from the region

Project 4.1.6

Create a mentorship program utilizing resources and experiences from successful DNS industry actors to assist the emerging DNS sector in the LAC region

Indicators

- Establishment of program
- Number of individuals / organizations being mentored

- Qualitative result of the application of mentorship

Objective 4.2

To promote stable partnerships with Regional and National Organizations for the development of the domain name industry in the region via Capacity Building initiatives

Project 4.2.1

LAC DNS Forum

Indicators

- Number of events held
- Number of issues on which there is collaboration
- Number of participants in events
- Number of new resultant activities from events

Project 4.2.2

Promote activities focused on business opportunities in the domain name industry

Indicators

- Number of activities held
- Number of participants
- Number of resultant new business opportunities attained

Project 4.2.3

LAC Space

Indicators

- Number of events held
- Number of participants that attended the LAC Space (physically and remotely) by sector
- Number of issues on which there is collaboration
- Number of new resultant activities from events
- Establishment of clear objectives of what this is meant to accomplish