

REQUEST INFORMATION

Title of Proposed Activity	
Second North American School of Internet Governance (NASIG)	
Community Requestor Name	Chair
NARALO Glenn McKnight	Eduardo Diaz
ICANN Staff Community Liaison	
Heidi Ullrich	

REQUEST DESCRIPTION

1. Activity: Please describe your proposed activity in detail

To organize and deliver the SECOND NORTH AMERICAN SCHOOL OF INTERNET GOVERNANCE (NASIG) two days before the commencement of ICANN Montreal on October 31 and Nov 1, 2019. This would be a two-day capacity building event to provide in-depth knowledge of Internet Governance (IG) issues to an approximately 40 individuals from ATLAS. It will consist of 10 sessions covering IG topics that will be surveyed early in 2019 to determine and prioritize the topics to be covered.

The SECOND NASIG is our second year and the only School of Internet Governance in North America.

We are requesting travel, lodging and per diem support for a minimum of 6 speakers which will augment the pool of local speakers. We will strive to find speakers that will be already supported by ICANN to participate in the ICANN 66 meeting in which case only lodging and per diem support will be required for the additional days. We also request the two extra days of accommodation for the students who are attending ATLAS III after the event

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

Education/Training/Capacity Building/Policy Discussion among the approximately 40 individuals expected to be registered in the NASIG. A NASIG website and Eventbrite registration page will be developed as part of process of registering participants, repository of materials and historical reference.

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

The NASIG will be held Oct 31 and Nov 1, 2019
This is two days before the initiation of the ICANN 66 (November 3-8, 2019). There will be opportunities for Q&A, coffee breaks (morning and afternoon), lunch and social events
A closing reception will occur on Nov 2 as a closure of NASIG and the launch of ATLAS 3 welcome reception

REQUEST OBJECTIVES

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

- 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;
- Promote ICANN's role and multi-stakeholder approach;
- Encourage engagement with the existing Internet governance ecosystem at national, regional and international levels;
- Participate in the evolution of a global, trusted, inclusive multi-stakeholder Internet governance ecosystem that addresses Internet issues;
- Develop and implement a global public interest framework bounded by ICANN's mission;
- Promote understanding of the complexities related to Internet Governance and its importance in the future of the Internet.

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

We are targeting the 40 ALS representatives who will be attending the ATLAS III event. Approximately 40 (potential to be more) individuals will be recruited/registered for the NASIG representing the academia, technical field, policy makers, NGOs and other sectors of the civil society.

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

Enhance the understanding and knowledge of IG issues within the ICANN North America At-Large Region

Provide opportunity for ICANN to engage a targeted audience from the At-Large Community by encouraging them to learn more about ICANN and the multi-stakeholder model

Prepare in depth capacity building webinars or workshops based on the three most important issues discussed during the event. A user survey will be used to determine these.

Creation of a NASIG web site, Facebook page and Eventbrite registration pages

Social media strategy to promote and share event content to #ICANN and #ATLARGE

Post survey

4. Metrics. What measurements will you use to determine whether your activity achieves its desired outcomes?
<p>Expect to engage a minimum of 10% of the participants in further IG discussions. This is to be measured through the NASGI web site activity and number of subscribers to the page.</p> <p>Expect the NASIG to be duplicated, enhanced and rotated around the North America At-Large Region in the North American region in the future</p>

RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST				
Staff Support Needed (not including subject matter expertise):				
Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments
Promotional Materials				
Accomodation Support				
Speaker travel support				
Reception				
Subject Matter Expert Support:				
<p>We are considering inviting ICANN policy staff, ICANN Board member(s), and ICANN At-Large members to participate as knowledge expert speakers. Other Local and Global experts and will be approached.</p>				
Technology Support: (telephone, Adobe Connect, web streaming, etc.)				
<p>Adobe Connect during the organization and event Web Streaming during the event. WIFI services for all participants. Transcription services</p>				
Language Services Support:				
Other:				

Travel Support:

We expect that the majority of the speakers will be funded by ICANN travel but we assume that some might need the subsidy. We will be seeking local support for local transportation to the venue which will most likely be a local university.

Potential/planned Sponsorship Contribution:

We will approach the CIRA, Afilias, PIR, Google, Verisign, Neustar, ARIN and others in the ICT/telecommunication industry.
Our aim is to raise at least \$50,000 for the event