#ICANN50

Exploring ICANN's Development and Public Responsibility Programs

Nora Abusitta, VP Development and Public Responsibility Programs

Wednesday, June 25th 13:00 to 14:30 BST
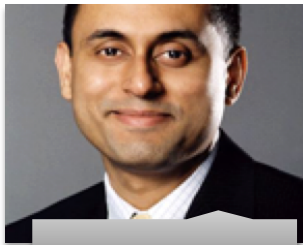
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VP Development and Public Responsibility Programs, ICANN
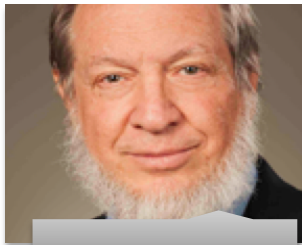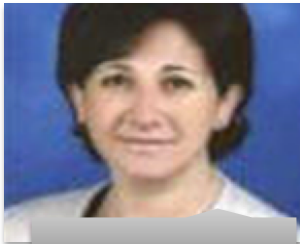
Panel Participants

Tim Berners-Lee

Soumitra Dutta
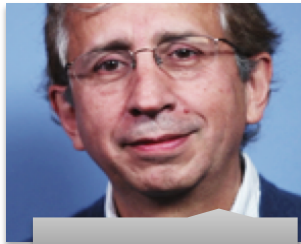
Bob Hinden

Blake Irving

Nevine Tewfik

Raúl Zambrano

Nii Quaynor

Public Responsibility Panel

Process

Strategy Panel on the Public Responsibility Framework
Meetings and public consultation to develop report

Report
Released May 2014

Establishing Department for the Four Focus Areas
London ICANN50 Meeting

From Buenos Aires to London

The Request	How the Panel addressed this	How the DPRD will operationalize and support this recommendation.
Define ICANN's public interest	Reviewed bylaws and organizational documents and defined as "document language"	DPRD embracing this definition as as its key vision and mission.
Outline of how the Panel makes sure ICANN does not expand its mandate and mission	Reference to Bylaws and improvement of existing programs	Building on the regional strategies which were created by the community in a bottom-up, multistakeholder approach
Outline of how the Panel looks at the responsibilities of ICANN within the Internet ecosystem and its goals.	Included in Panel Recommendations	DPRD embracing this scope in its key vision and mission. To be addressed with more effective development and engagement strategies in a strategic plan.
Outline of where the limitations of ICANN's roles lie, and where there are opportunities for partnerships.	Included in Panel Recommendations	DPRD exploring the potential of a Partnership Program.
More dynamic diagrams, as opposed to lists of bullet points, and a focus on report presentation aesthetics.	Panel report includes graphically representations	Visual designers are used for subsequent DPRD documents, see the "What's in it For Me" document.
Address women and youth across all sectors.	Supported in Panel Report Included in Panel Recommendations	Report included possible target audiences for each of its strategic areas of focus, which included women and Next Generation across all sectors.

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From Buenos Aires to London

The Request	How the Panel addressed this	How the DPRD will operationalize and support this recommendation.
A need to include targets for populations who are not already engaged, rather than increasing involvement of segments that are already involved.	Supported in Panel Report	Included in DPRD mission and vision. To be addressed with more effective development and engagement strategies in a strategic plan.
Classification of 'disadvantaged' needs to be defined, possibly in relation to "access to…."	Access as a targeted focus area	DPRD mission and vision to defines its public responsibility in relation to the Internet.
How to address initiatives in developing countries which don't fall under ICANN remit, i.e. broader ICANN activities	Supported in Panel Report

Included in Panel Recommendations | DPRD is exploring the development of a partnership program that will assist in creating initiatives that focus on broader ICANN activities. |
| Target those who are not already online. | Supported in Panel Report | DPRD to address within its four potential strategic focus areas. |
| ICANN should serve the public interest internally within ICANN structures, not just through external programming. | Reviewed bylaws and organizational documents | DPRD embracing this value within its key vision and mission. |
| Include a reference to the foundational spirits of ICANN; working in a shared space, therefor must be in the public interest as a fundamental responsibility. | Supported in Panel Report

Included in Panel Recommendations and definitions. | DPRD embracing this value within its key vision and mission. |

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From Buenos Aires to London

The Request	How the Panel addressed this	How the DPRD will operationalize and support this recommendation.
Emphasize "acting in the public interest when we make decisions in the shared space."	Reviewed bylaws and organizational documents Included in Panel Recommendations	DPRD embracing this value within its key vision and mission.
Inclusion of differently- abled population and accessibility, how can we amplify support in these areas.	Supported in Panel Report Included in Panel Recommendations	DPRD to also focus on regional development and capacity-building activities.
How does ICANN engage with individuals with their own small business?	Included in Focus areas	
Regional strategies should move to a more inclusive approach that doesn't just include businesses.	Supported in Panel Report Included in Panel Recommendations	DRPD to direct work towards a truly global audience. See the "What's in it for Me Diagram".
Need an approach that begins globally, that is then is customized by regions.	Included in Panel Recommendations	DPRD to create a 5-year timeline that includes regionally-focuses activities
What levels of participation are expected when we talk about "Stakeholder engagement".	Included in Panel recommendations for Department actions	DPRD including KPIs for this, and department created for the people, by the people
Focus on creating an environment where ICANN can be accountable and transparent to the actions it takes that allows the Internet to grow and flourish.	Reviewed bylaws and organizational documents Supported in Panel Report	DPRD embracing this value in its key vision and mission

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Nii Quaynor

Strategy Panel on the Public Responsibility Framework, Chair

Strategy Panel on the Public Responsibility Framework

Goals

- Develop objectives and milestones that promote the global public's interest, and participation, in the work of ICANN

- Propose a framework for implementation of ICANN's role that involves the global public interest; builds capacity within the ICANN community, increases the base of diverse, knowledgeable and engaged ICANN stakeholders; and

- Provide advice on programs and initiatives that help achieve the above objectives.

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Strategy Panel on the Public Responsibility Framework

Definitions

- *As one of the stewards of the Internet, ICANN recognizes it has a responsibility to protect and promote the global public interest, both throughout its work, and in collaboration with other entities. ICANN's public responsibility permeates all areas of its work and is at the core of its operations*

- ICANN defines the **global public interest in relation to the Internet** as ensuring the Internet becomes, and continues to be, stable, inclusive, and accessible across the globe so that all may enjoy the benefits of a single and open Internet. In addressing its public responsibility, ICANN must build trust in the Internet and its governance ecosystem.

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Strategy Panel on the Public Responsibility Framework

Current ICANN Work

- Inventory – see report

- Regional Strategies

- Departmental work

Strategy Panel on the Public Responsibility Framework

Recommendations:

- Review, and where appropriate formalize the approaches, programing, and projects serving the public interest undertaken throughout ICANN departments

- Seek out partnerships in the Internet ecosystem that will strengthen and support ICANN's work in serving the global public interest

- Create specific public responsibility programs which fall within the scope of the focus areas outlined in the framework report.

- Continually review how best ICANN can engage and communicate with the public in relation to serving the public interest

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Strategy Panel on the Public Responsibility Framework

Recommendations Continued:

- Establish a focused department that should:

  - Review, and where appropriate formalize the approaches, programing, and projects serving the public interest undertaken throughout ICANN departments;

  - Seek out partnerships in the Internet ecosystem that will strengthen and support ICANN's work in serving the global public interest, that provide funding and expertise assistance to qualified partners;

  - Create specific public responsibility programs which fall within the scope of the focus areas outlined in the framework report;

  - Continually review how best ICANN can engage and communicate with the public in relation to serving the public interest

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Nora Abusitta

VP Development and Public Responsibility Programs, ICANN

Four Focus Tracks

Education

Localization and Language Services

Next Generation Projects

Participation in Global Internet Cooperation and Development
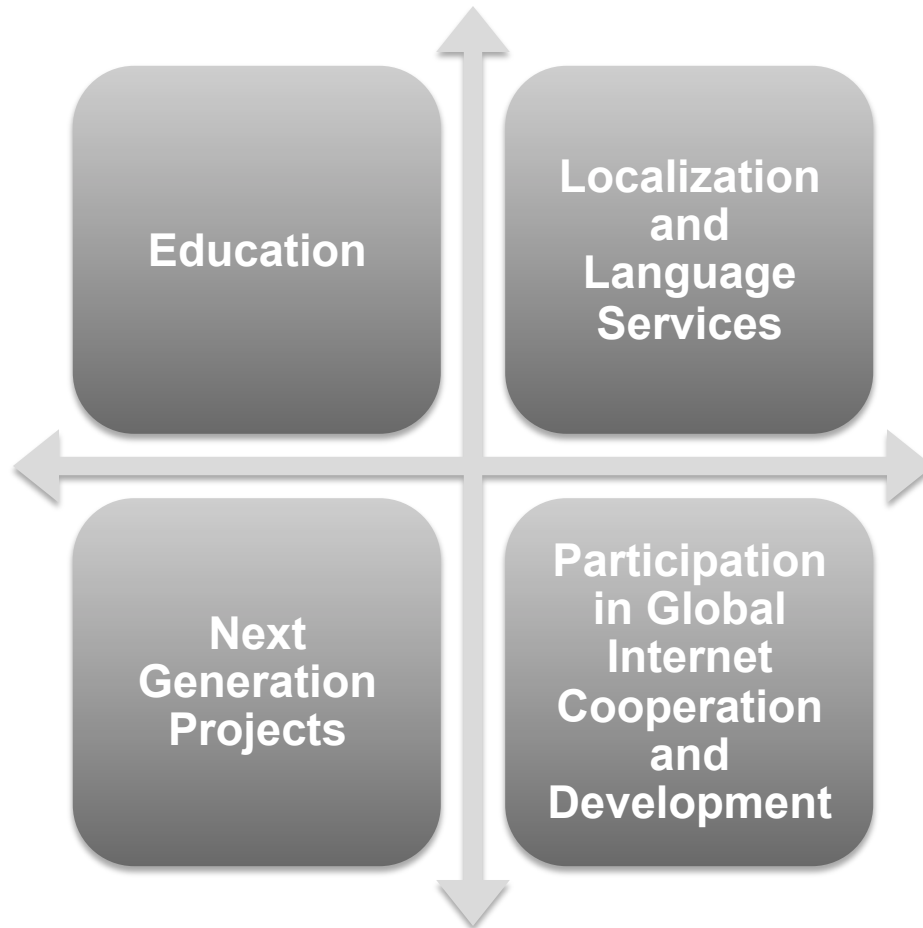
Tarek Kamel

Senior Advisor to the President on Government Affairs, ICANN

Existing Programs: Regional Strategies and Global Stakeholder Engagement (GSE)

Regional strategies:

Develop relevant capacity, resources, and Internet infrastructure in a coordinated, comprehensive and sustainable fashion, focused on addressing the needs of every specific region.
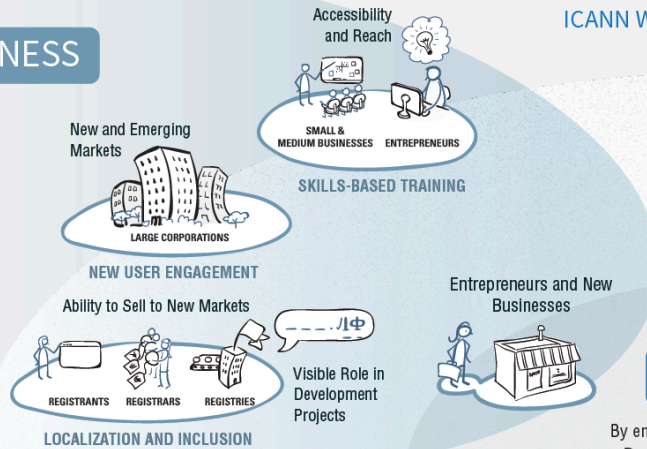
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FLOOR DISCUSSION

Moderator: Nora Abusitta

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What's in it for me? A guide to how stakeholders benefit from ICANN's Development and Public Responsibility Department

BUSINESS

Accessibility and Reach

ICANN WILL PROVIDE THE FOLLOWING:

- Funding Assistance
- Expertise Assistance
- Funding and Expertise Assistance

GOVERNMENT

SMALL & MEDIUM BUSINESSES
ENTREPRENEURS

New and Emerging Markets

SKILLS-BASED TRAINING

LARGE CORPORATIONS

NEW USER ENGAGEMENT

Ability to Sell to New Markets

Entrepreneurs and New Businesses

REGISTRANTS REGISTRARS REGISTRIES

Visible Role in Development Projects

LOCALIZATION AND INCLUSION

Skill and Infrastructure Development

Countries with a low-friction Internet have increased GDP
GDP

GOVERNMENT & INTERNET USE

Skills-Based Training

DNS

DIALOG

GOVERNMENT ENGAGEMENT & TRAINING

New Leaders

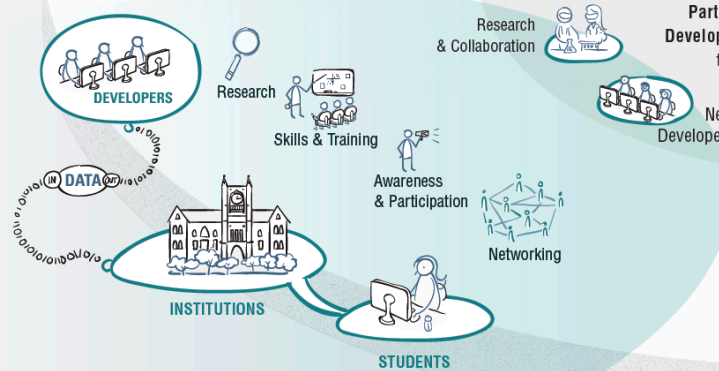Engagement / Awareness with Newly Elected Governments

New Policy

NEWCOMERS

By engaging stakeholders through the four Development and Public Responsibility Department areas of **Education, Localization and Language Services, Next Generation Projects, Participation in Global Cooperation and Development**, ICANN will provide opportunities to build and support newcomers.

DEVELOPERS

Research & Collaboration

Research

Skills & Training

New Developers

Awareness & Participation

Networking

DATA

INSTITUTIONS

STUDENTS

ACADEMIA

New Global Reach

New Participants

INTERNET INFRASTRUCTURE AND ACCESS

SUPPORT EXISTING PROGRAMS FOR GROWTH OF INTERNET INDUSTRY

Force Multipliers

Increased Participation for Internet Technical Community

TRAINING & DEVELOPMENT

TRAIN THE TRAINER

IOs, IGOs, NGOs, INGOs, Internet Technical Community

ICANN'S PUBLIC RESPONSIBILITY

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