# WEBINAR

# Strategy Panel on Public Responsibility Framework

# Strategy Panel on Public Responsibility Framework – Panel Members

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# Key Panel Deliverables

- Propose ICANN's role and five-year strategic objectives and milestones for promoting the global public interest vis-à-vis ICANN's mission and core values and for building out the base of internationally diverse, knowledgeable and engaged ICANN stakeholders, especially within the developing world;

- Propose a framework for implementation of ICANN's role, objectives and milestones for promoting the global public interest, building capacity within the ICANN community, and increasing the base of internationally diverse, knowledgeable and engaged ICANN stakeholders; and

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

# Where we are:

- ✓ As requested, we have summarized current work carried out by ICANN

- ✓ We have reviewed requests and focuses

- ✓ We have created a draft document for public comment

# Document Outline

*Framework Aims and Definitions

*ICANN's Current Public Responsibility Work
  * Departmental Work
  * Regional Engagement Strategies

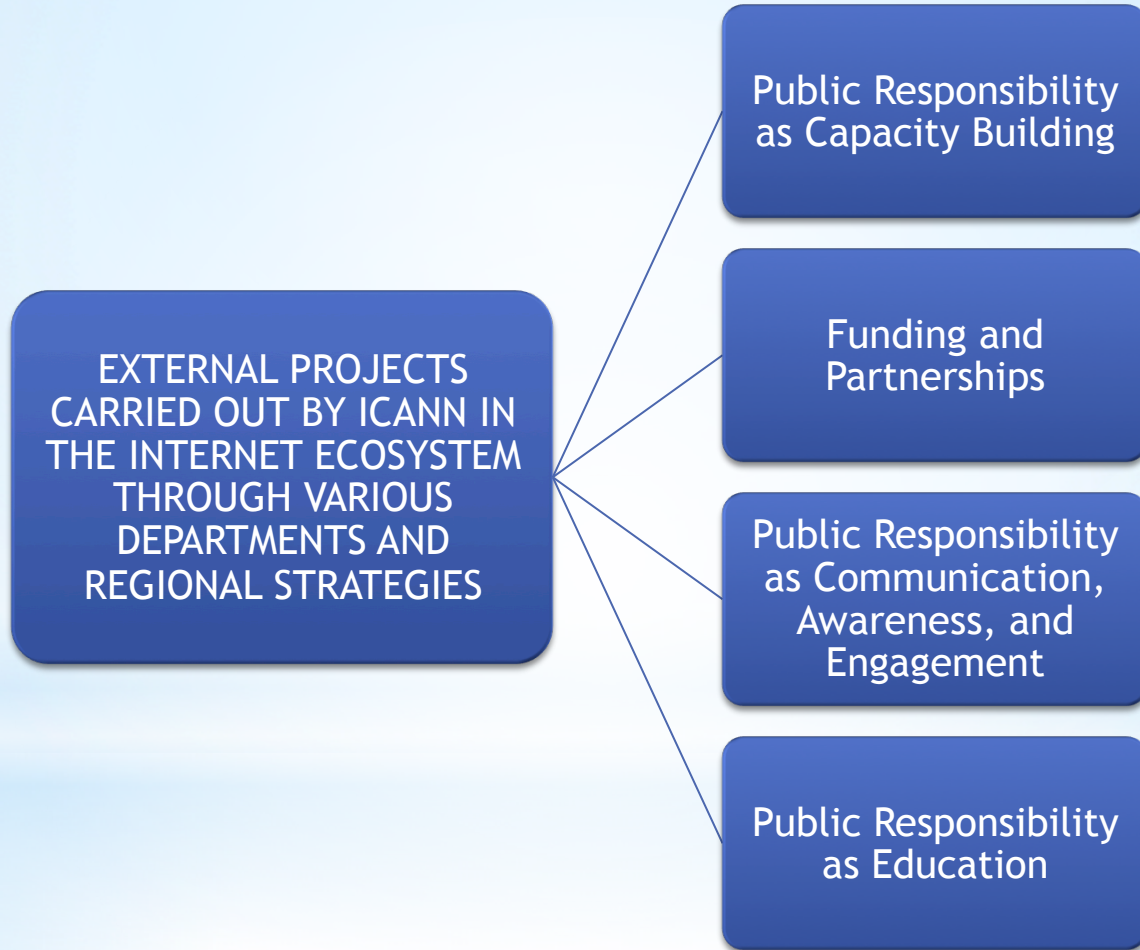*ICANN's Initial Public Responsibility Framework Areas of Focus

*Recommendations

# *Draft Framework Aims for Discussion

* Defining the public interest vis-à-vis ICANN's framework core mandate

* Detailing the target areas and audiences for ICANN's public responsibility approach

* Detailing how ICANN can promote the global public interest in relation to ICANN's mission and core values by building out the base of internationally diverse, knowledgeable, and engaged ICANN stakeholders

* Advising on the operational activities and funding approaches to ICANN's public responsibility programming and outreach

# Definitions:

* As an independent, global organization, ICANN is one of the organizations charged with responsibility for an increasingly important shared global resource: The Internet. As one of the stewards of this resource, 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.

* This vision is central to ICANN's public responsibility framework; however, there is a need to define particular areas of focus and target topics, regions, and stakeholders that need to be addressed in relation to ICANN's responsibility to serve the global public interest. This framework document further defines these focus areas, and prioritizes where ICANN needs to eliminate friction to ensure greater Internet openness and accessibility.

# Current Activities: Departmental

**EXTERNAL PROJECTS CARRIED OUT BY ICANN IN THE INTERNET ECOSYSTEM THROUGH VARIOUS DEPARTMENTS AND REGIONAL STRATEGIES**

- Public Responsibility as Capacity Building
- Funding and Partnerships
- Public Responsibility as Communication, Awareness, and Engagement
- Public Responsibility as Education

# Current Activities: Regional Strategies

Africa

Latin America and The Caribbean

The Middle East

Ensuring adequate levels of stability, security, and resliency of the DNS

Competition, consumer trust, and consumer choices

Core operations including Internet naming and addressing functions

Healthy Internet ecosystem
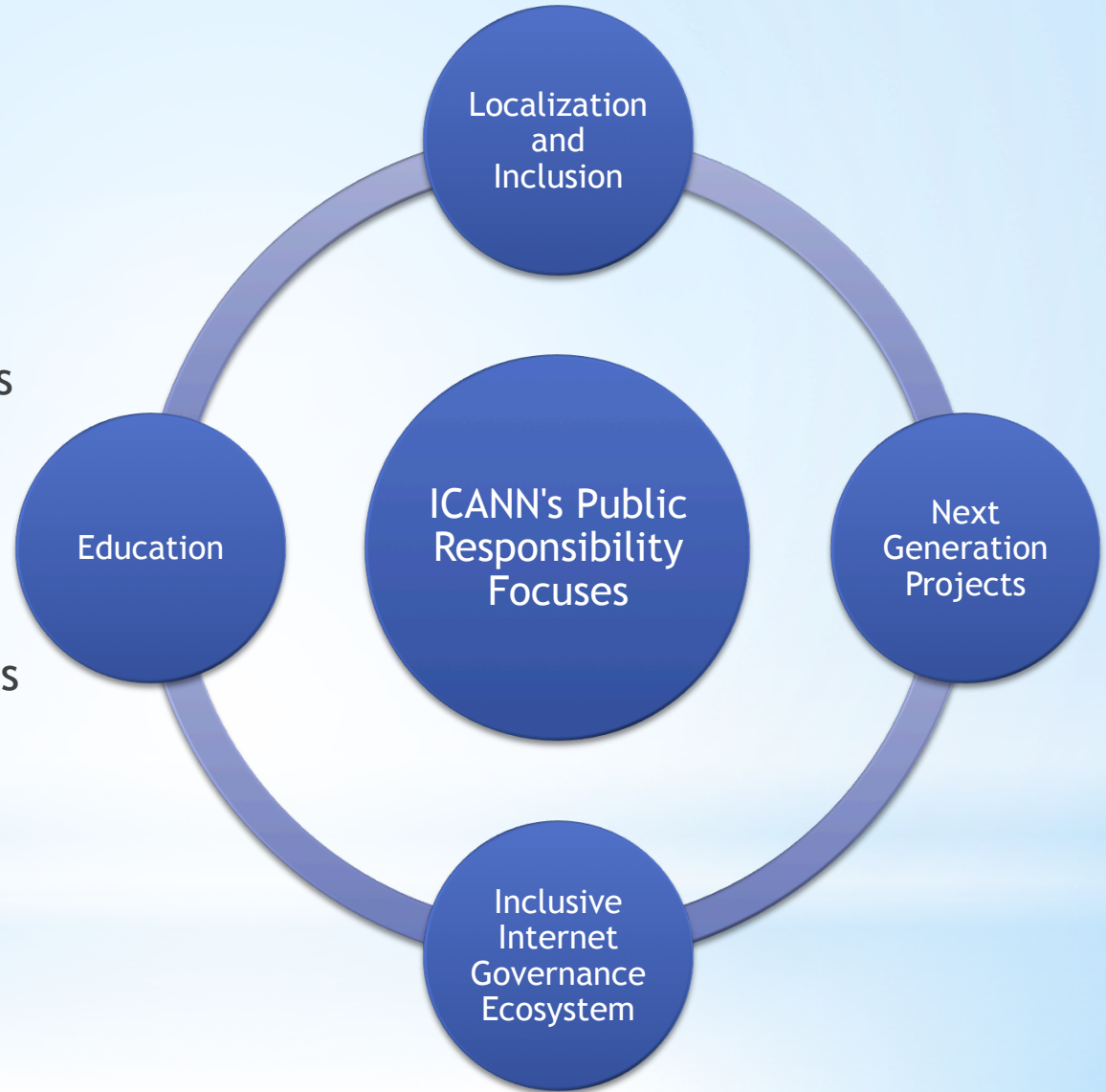
Common Themes:

* Capacity Building;

* Funding and Partnerships;

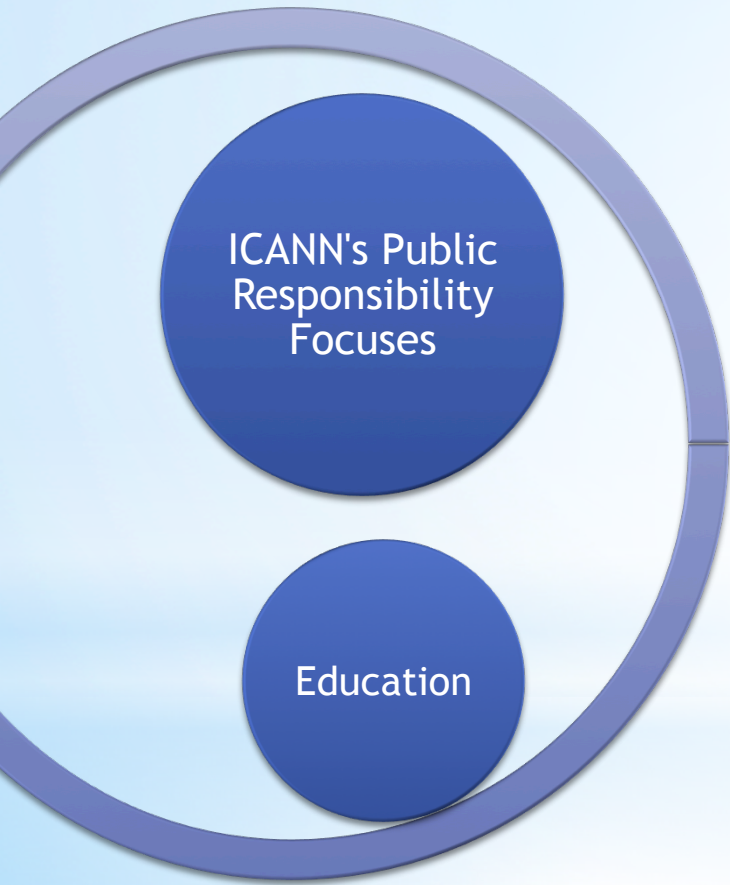* Communication, Awareness, and Engagement;

* Education.

# Proposed Initial Areas of Focus

Having reviewed the current work ICANN carries out in support of its public responsibility, it is recommended that the public responsibility framework takes focus on four initial key areas to further strengthen ICANN's commitment to the global public Internet.

These could consist of projects carried out by ICANN independently, with International and Intergovernmental organizations, or in partnerships with other foundations.

Localization and Inclusion

Education

ICANN's Public Responsibility Focuses

Next Generation Projects

Inclusive Internet Governance Ecosystem

# Proposed Initial Areas of Focus

ICANN's Public Responsibility Focuses

Education
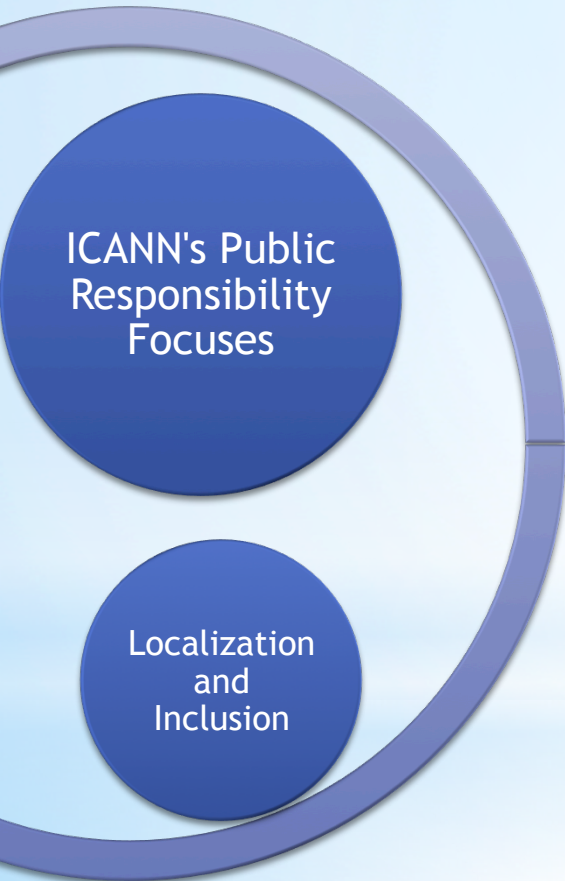
Education

**Strategic Public Responsibility Objective:**

ICANN should address its public responsibility through programs and projects which will i) more effectively communicate ICANNs role and mandate through awareness raising and educational efforts, ii) increase accessibility to ICANN work through technical education and capacity building workshops and initiatives (both online such as the OLP, and offline, locally), and iii) engagement with academia, research facilities, and educational institutes.

# Proposed Initial Areas of Focus

Localization and Inclusion

**Strategic Public Responsibility Objective:**

ICANN should continue efforts to make information about the organization and its work accessible to those who speak languages other than English, in ways that enhance participation in and the effectiveness of the multistakeholder model. This allows stakeholders to understand, and participate in ICANN activities, as well as fulfilling ICANN's public responsibility to communicate its work effectively in an inclusive and accessible manner. This also is important to ICANN's commitment to delivering all documents in Plain English to ensure accessibility and enhance speed in translation. ICANN should also explore how it can better serve the Internationalization of the web through encouraging and promoting the visibility of languages and scripts other than English and the Latin alphabet.

ICANN's Public Responsibility Focuses

Localization and Inclusion

# Proposed Initial Areas of Focus

**ICANN's Public Responsibility Focuses**

**Next Generation**

Next Generation

**Strategic Public Responsibility Objective:**

To raise awareness and encourage participation of the next generation and offer opportunities to get involved in ICANN activities and raise awareness about in Internet governance, supporting participation where applicable. ICANN should also engage with capacity building and training within this target group.

# Proposed Initial Areas of Focus

ICANN's Public Responsibility Focuses

Inclusive Internet Governance Ecosystem

Inclusive Internet Governance Ecosystem

**Strategic Public Responsibility Objective:**

ICANN should interact with governments from developing or underdeveloped countries, to build trust and encourage participation with the ICANN model (GAC). ICANN should also encourage and guide the evolution of private sector and civil society players in these countries and work in collaboration with their governments on national Internet governance challenges, recognizing that not all Internet Governance issues may be solved using a global approach. ICANN should seek out collaboration with other institutions and organizations that seek to ensure the stability of an open and single Internet, and who focus on ensuring the Internet increases in its global accessibility.

# Overall Recommendations

* Strengthen current Regional Engagement Strategies

* Commission research to enhance the understanding of the links between Internet Governance and development

* Continue to both strengthen existing platforms in the Internet Governance ecosystem and promote global collaboration with a wide variety of organizations that ensures the Internet remains stable, inclusive, and accessible

* Support the internationalization of the web for increasing global accessibility, and promoting local content creation

# Strategic Recommendations

* Explore establishing an external foundation that can operate in the philanthropic space and further work to fulfil ICANN's responsibility and obligations in relation to its mission

* Link Internet policymaking to development, particularly in developing and emerging countries and regions

* Streamline all public responsibility efforts currently undertaken internally

* Establish a Public Responsibility Department tasked with guiding ICANN's approach to fulfilling its public responsibility obligations, with an operational plan ready by mid-2014

# Questions?