20140717_StrategyPanelWeb

Riccardo Ruffolo: Good morning everyone, and welcome to the Webinar for the Strategy Panel on Public Responsibility Framework. We'd just like to begin with a few housekeeping items. The webinar is being recorded. If you have any objections, you may disconnect. This session is being streamed. If you do not intend to voice comments and questions during the Q&A, you may listen to the session via Adobe Connect. Participants who wish to speak during the Q&A should join the bridge.

Your lines will be muted throughout the presentation and questions and/or comments may be submitted via the Adobe Connect chat pod during the presentation. The strategy panel will receive a copy of the chat transcript. Please do not -- note that the chat sessions are being archived, and follow the ICANN expected standard of behavior.

Your lines will be open for the Q&A, and please raise your hand in the Adobe Connect room to be in the queue. If you are on the bridge, please remember to mute your computer speakers to avoid echo. If you're not speaking, please mute your phone using star-6 and to unmute, dial star-7.

If you have joined the bridge using your computer, click on the speaker icon at the top of your page so that it is no longer green. This will mute the Adobe Connect application from receiving the streamed audio.

The slide recording and transcript will be made available following this session and the announcement stage as well as on the dedicated web page for the strategy panel. Thank you. And now, Nii Quaynor will go ahead with the presentation for the webinar.

Nii Quaynor: Welcome to the webinar, the strategy panel on public responsibility (ph) framework. The panel is a very diverse one, it spans many regions. We have North America, Europe, Latin America, Asia-Pacific and Africa, and many of the panelists are actually multi-hat, a lot of people from academia, industry, governance, development, (inaudible) and so forth. Members of the panel are Blake Irving, Bob Hinden, Tim Berners-Lee, Nevine Tewfik, Soumitra Dutta, and Raul Zambrano and myself.

The key panel deliverables are proposed ICANN 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 the internationally diverse, knowledgeable and engaged ICANN stakeholders, especially within the developing world; and to 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 to provide advice on program initiatives that help achieve the above objectives.

Where are we? We received several requests from committee, from panel, from others, and we are summarize the current work that is carried out by ICANN. We have also reviewed all the

requests in the focus suggestions that we had, and we have created a draft document for public comment.

The document has an outline of four main parts. The first part, the framework aims (ph) and definitions, and the second counts current public responsibility work at the departmental level and also up through the regional improvement strategy. And the third accounts initial public responsibility framework (ph) areas of focus and the last is the recommendations.

The draft framework aims for discussion -- the defining the public interest vis-a-vis ICANN's framework core mandate (ph) and detailing the target areas and audiences for ICANN's public responsibility approach, and 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, engaged ICANN stakeholders. And lastly, advising on the operational activity and funding activities to ICANN's public responsibility program 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 throughout these works and in collaboration with other entities. ICANN's public responsibility permeates all areas of its work, and at the core of operations.

ICANN defines the public, the group of (ph) public interest, in relation to the Internet after 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 this public responsibility, ICANN must still trust in the Internet and in its governance ecosystem (ph).

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 (inaudible).

This (inaudible) document further defines these focus areas, and prioritizes where ICANN needs to eliminate friction to ensure greater Internet openness and accessibility.

The current activities at the departmental level, external projects that are carried out by ICANN and the Internet ecosystem, through various departments and regional strategies including public responsibility as capacity building (ph), public responsibility with funding and partnerships, public responsibility as communication, awareness and engagement (ph) and public responsibility as education.

Current activities of ICANN. First, the four main focus points of ICANN as an organization are ensuring adequate levels of stability, security and the (inaudible). Core operations, including Internet naming and addressing functions, competition, consumer trust, and consumer choices, and healthy Internet ecosystem. The regional strategies are good for at least these three redeems (ph) and other redeems (ph) will follow.

Middle East, Latin America and Caribbean, and Africa, have strategy in operation but the common thing among these strategies are capacity building, funding and partnerships, communication, awareness and engagement, and education.

Proposed initial areas of focus having reviewed the current work ICANN carried 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 commitment to the global public interest. These could consist of projects carried out by ICANN independently, with international and (inaudible) governmental organizations or in partnerships with other foundations. The ICANN

public responsibility focuses include education, vocalization and inclusion, next (inaudible) projects and inclusive Internet governance ecosystem.

The initial areas of focus, first in education. The strategic public responsibility objective is stated as follows: ICANN should address each public responsibility through programs and projects which will one, more effectively communicate ICANN's role and mandate through awareness-raising and educational efforts. Two, increase accessibility to ICANN's (inaudible) technical education and capacity-building workshops and initiatives, both online as at the OLT (ph) and offline locally. And three, engagement with academia, research facilities, and educational institutions.

The next proposed initial area of focus is localization and inclusion. The strategic public responsibility objective is, 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 (ph) in and the effectiveness of the multi-stakeholder model.

This allows stakeholders to understand and participate in ICANN activities as well as fulfilling ICANN's public responsibility (inaudible) 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 (inaudible) speed in translation. ICANN should also explore how it can better fit the internationalization of the web (ph) through encouraging and promoting the visibility of languages and scripts other than English and the Latin alphabet.

The proposed initial area of focus, next generation. The strategic public response objective is to raise awareness and encourage participation of the next generation and other opportunities to get involved at ICANN activities and raise awareness about Internet governance (ph), supporting participation where applicable. ICANN should also engage in capacity building and training within this target group.

The proposed initial area of focus, inclusive Internet governance ecosystem, has the following specific public responsibility objectives. ICANN should interact with government from developing in underdeveloped countries to build trust and encourage observation with the ICANN model and GAC, the Government Advisory Commission. ICANN should also encourage and guide evolution of private sector and (inaudible) players in these countries and work in collaboration with their government on maximum internet governance (inaudible), recognizing that not all Internet governance issue may be solved using a global approach.

ICANN should seek out collaboration with other institutions and organizations (inaudible) 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 put strengthen existent platforms in the Internet governance ecosystem and promote global collaboration in a wide variety of organizations that ensure the Internet remains stable, inclusive, and accessible. Support the internationalization of the web for increasing global accessibility (ph) and promoting local content creation.

Some strategic (ph) recommendations. Explore, establishing an external foundation that can operate in the philanthropic space and further work to fulfill ICANN's responsibility and obligation in relation to its mission. Link Internet policy making to development, particularly in developing and emerging country and region. Streamline all public responsibility efforts currently undertaking internally in ICANN. 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.

Thank you very much, and if there are questions, we'd be glad to respond (inaudible).

I can take comments also.

Riccardo Ruffolo:	There is a question coming from JP in the Adobe Connect chat pod. It says, please define what you mean by next generation.
Nii Quaynor:	Okay. I believe that we are referring to the next set of (inaudible) that will come into the buildout of the ICANN community circle that we are discussing, and of course there will be some ideas which will be very young, and we are looking for those, as well. So, there will be an age occasional (inaudible) to get the customers on (ph) and we are looking to see how best we can support these group (inaudible) effectively, and also give them a community within which I probably explained, ICANN can continue to work best in the (inaudible) region and expanding for the ICANN buildout.
Riccardo Ruffolo:	There is another question in the chat, in the Adobe Connect room, from Donna Austin (ph) asking, do you envisage that ICANN will take on policy development which is beyond that currently undertaken by the GNSO (ph), for example, policy that affects contracted parties?
Nii Quaynor:	Okay. I do not anticipate that that will be the case, but ICANN could through the lines (inaudible) Internet governance ecosystems encourage certain policies, especially at the national level by coming hands (ph) to Internet and bring the benefits to the people in (inaudible). So, it will go on a narrow function of the glutton (ph) policies for the resources that ICANN is managing, they are lines at (inaudible) about helping the Internet grow so that these policies can get benefit and values, and so, in the (inaudible) see how to (inaudible) like the policy development, to the (inaudible) and so forth and also the governance at the national level to ensure that the group completes.
Riccardo Ruffolo:	Donna is asking again if a transcript will be available and yes, it will be available on the same page as the webinar announcement, and on the webinar. On the panel page on the ICANN.org website.
Nii Quaynor:	That's -- from Donna, expand a little bit more the difficulties you have. I mean, my perspective is, unless GNSO (ph) wants to change the way that policy, which is not our intention in this case, recommending a change in that. However, I can't go in ensuring the inclusiveness of the Internet and (inaudible) and so forth, involve working with other partners in the ecosystem and even with government at the national level and this international organization so that maybe they might change that role, maybe they might improve for them policy solutions to enhance this common good, and I think that is what I was trying to get at.
	It's not necessary that they will have to sync our policy like (inaudible) development issues. That's not what we are looking for. But we are looking to ensure that we'll be ours in public interest and at the same time, encourage others within the environment and at the national level, through their region, to ensure that they can go to (inaudible) Internet (inaudible).
Riccardo Ruffolo:	All right, it doesn't look like there are any other questions. Thank you for those last questions. If you have additional comments and feedback on the panel, you can send an e-mail to PRFpanel@ICANN.org. I will write it in the chat room. And thank you very much for participating in the webinar for the ICANN Public Responsibility Framework Panel, and have a good rest of your day.
Nii Quaynor:	Thank you very much.

Riccardo Ruffolo: Thank you, Nii.