ICANN69 | Community Days Sessions – ALAC Subcommittee on Outreach and Engagement
Thursday, October 15, 2020 – 16:00 to 17:00 CEST

CLAUDIA RUIZ: Hello. Welcome to the ALAC Subcommittee on Outreach and Engagement, Dialogue 2: Outreach and Engagement.

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for your reference. In the case of a disruption during the session, our technical support team will mute all participants.

With that, I will hand the floor over to Daniel Nanghaka. Thank you.

DANIEL NANGHAKA: Thank you very much. I'm happy to be on this meeting and I would like to welcome everyone to ICANN 69. It brings a unique position regarding outreach and engagement. We've seen a lot of challenges. Previous sessions have been speaking about challenges regarding to pandemic, how is engagement being done. The previous session before this one was still about engagement in the pandemic.

But this session brings a very unique valuable position regarding ICANN 69. So we are going to be having a dialogue. We are going to be discussing different activities that have been happening over a given period of time, especially during this COVID time. Also, we are going to be hearing what the various co-chairs have been up to and the various working groups and also a few updates regarding what GSE has been doing regarding all of this.

Also, as you know that face-to-face has been a challenge and has not happened and this transition into the virtual meeting brings in a very, very interesting unique position. How are we carrying out effective engagement? How are we carrying out effective outreach and engagement? How are we building our capacity across? How are we getting involved in the policy development process? Just to mention.

Despite the fact that a lot of the activities have been unprecedented, unplanned for, but when it comes to outreach and engagement we have shown that at least there is some work that has been going on all the time.

With this, I'm going to just simply get to Joanna. Joanna, can you briefly explain to us how has the pandemic and outreach and your capacity building sessions been going on? Joanna?

JOANNA KULESZA: Thank you very much, Daniel. Capacity building has been going quite well given the circumstances. Thanks to input from the community, particularly Hadia leading the webinar section of our capacity building working group, we've had a successful series of webinars focused on themes that we find directly relevant to protecting end user interests.

Also, in the time of the pandemic we are also looking forward to ICANN Learn courses in development. Having been the subject of collaboration with ICANN Org for quite some time now, so in that sense those two areas have been developing quite well.

Given the challenges—and we discussed this during the RALO session just before this one, and this has been highlighted by the GSE team by Adam and by Chris earlier today—we are looking at new opportunities building alliances linking with those who are facing similar challenges.

So if I was to look for silver linings, and my nature has it that I always try to do that, I would say we've been doing pretty well given the circumstances working online and trying to find tools to build capacity

of end users who find themselves very limited to the online environment. The work we used to do with outreach outside of this virtual environment now needed to be transposed online. The silver lining is that all of a sudden there is a common denominator. We all work with those same tools. And the work that has been done previously has proven fruitful also in this unique time.

As has been highlighted, my co-chair of the capacity building working group Alfredo has launched a virtual school of Internet governance that has also enjoyed quite a lot of success. It's all a bottom-up initiative that has been launched, and a second group of students will also be admitted quite soon.

So in that sense I would say we have been able to build on previous experiences with a series of webinars, online resources, and new initiatives that help link the community and build on the capital we have built before. But I am certain as we progress with this session we will also highlight the challenges which is a limited resource of the sense of community we have been building through online and offline meetings as was the case before the pandemic.

That would be just a first impression. I'm going to stop here, Daniel. I'm looking forward to this session. Thank you for setting it up. I'm looking forward to questions and queries. Thank you very much for having me.

DANIEL NANGHAKA: Thank you very much, Joanna. I see there's lots of work that has been going on. But one thing that I appreciate is the power of social media. We've seen numbers trending on social media. We've seen Facebook going on. We've seen Twitter going on. Do we have Shreedeep or Natalia to be able to give us brief updates on how social media has been going on regarding this? I think there was a post of social media numbers. Probably it could be shared.

But let me just simply request Shreedeep to give us a brief update on this. Shreedeep, regarding the social media numbers. In case we have Shreedeep on the call, Shreedeep, you may have the floor.

Otherwise, in case he's not on the floor, this is just a brief performance of how our Twitter has been working. We've had at least an increase in postings first made by 13%. We're having 313 retweets going on that are showing and increase of 9%. Despite all this, we are having at least a reduction in the impressions to 74, so a reduction in impressions by 6%. Our engagements have grown by 29% and the click rate has gone up by 5%, just as you see.

This clearly shows that there's a lot of engagement that is happening on Twitter. And I'd like to say a special thanks to the social media working group.

Okay, I can see Shreedeep is on the call. Probably Shreedeep can be able to proceed with this. Shreedeep?

CLAUDIA RUIZ: Shreedeep, I'm not sure if you're speaking. Okay, there you go.

SHREEDEEP RAYAMAJHI: Hello? Yeah, I'm here.

CLAUDIA RUIZ: Yes, we can hear you. Thank you.

SHREEDEEP RAYAMAJHI: Yes, so basically with the social media strategy we have been trying to engage people at different levels. Last year also we had a broader strategy and we interviewed with newer plans of Ask At-Large. We have been following things like that.

The more important thing, especially about social media, is it is not just about how we are going to target people but it is about how we are going to engage them. There is a very important [key line] that has come up where we need to make our ambassadors, fellows more engaged. That is something where we need to fine tune it in a more proper way so that there is more engagement happening.

As I say, when we are working with communication, social media plays a huge role. And even in policy development [too], as communication process is going on social media can be a very, very, very, very good tool, especially in the virtual world. But due to a lot of constraints, it seems to be a bit going down. But it is more about how we are going to set the base of communication and how we are going to progress.

And Natalia has done, the graphics that she has produced are really good. As we move on, I think the collaboration is what is the key.

Daniel is there. Joanna is there. We have to collaborate with everyone. I mean to say the ambassadors, the fellows. So we need to collaborate. That is what I think we are lacking. And we further have to create that collaborative leadership in terms of how we are going to use social media as a more proactive communication tool.

Thank you, Daniel.

DANIEL NANGHAKA: Thank you very much, Shreedeep, for that. Still collaboration remains key as far as building a more harmonized engagement ecosystem as far as At-Large is concerned.

Also, regarding how we are performing on social media, the numbers clearly show itself despite the fact that we are in these challenging times the numbers continue grow. The engagement continues to grow. I think this shows a good sign on the [uptick].

But how do we position ourselves with reference to communication? We have the At-Large communication strategy. I'm going to request Maureen or Yrjö to be able to speak briefly about the communication strategy. Maureen or Yrjö, you may take the floor.

MAUREEN HILYARD: Thank you, Daniel. I'm just preparing myself for a very brief presentation today. Just to let you know that, yes, we do have something a little bit more substantial. I know it has taken a long time. We've used the whole year to basically put this final version to date,

Version 5. But I really do have to thank those who commented on the previous four versions of the strategy. We really needed to take those comments onboard before we ended up with this final version which is a lot shorter but hopefully encompasses the essence of all the discussions that took place during the earlier versions.

This diagram here demonstrates what for me was the process of how we've actually ended up with the document that we've got. I hope that, Heidi, could you put the link to the Google Doc into the chat so that people can actually have a look at it? When we were putting the document together right through [the thing] and it started off with ATLAS III. That's where we developed our first communications strategy where we actually [wondered] what were the messages that we wanted to get out there, both within At-Large and outside of it.

I guess there were three areas that we were looking at. The first one was, of course, who were the stakeholders that constitute our target audience or the audiences that we're actually looking at projecting the messages, the communications that we're putting out there? Of course, that's for internal as well as external stakeholder groups.

The second thing was what types of communication activities are we trying to get out there? That is also taking into account our annual workplan. How do we decide on what it is that we're actually going to do and the messages that we want to present from those? Looking at it from the formal perspective of the CPWG statements to the more informal talking points or the documents that we might—brochures and that kind of stuff. There's a whole lot of range of ways in which

we're actually looking at activities that are basically projecting At-Large out to the various communities.

The third thing that we also wanted to make sure that we were taking into account was that it was based on who it was going to and its purpose but ensuring that our communications were, first of all, in agreement with the GAC. An agreement that we made together that we'd try to make sure that anything that we presented to our members was both meaningful and understandable, especially for non-expert members that [inaudible] less technical and needed to be able to understand what it is that ICANN policy was all about, focusing on the policy side of things.

So with those sorts of things in mind, they formed the basis of the strategy that is there at the moment. [Following on from that too] is to provide some guidelines in relation to the three work streams or the work tracks that we actually have within At-Large and also including metrics. Metrics is sort of like a special track on its own. We just wanted to make sure that within our strategy that there was some consistency in the way that we worked, in the way that we conveyed the messaging that actually would initially come from policy. And that's why Jonathan's talking points are really, really important because even then we're starting to get some greater understanding of what the issues are and the end user perspective is really important.

But at the same time within the strategy I didn't want to be too prescriptive. I didn't want to hinder people, the leads in each of those areas, from being as creative as they could be to make sure that the

messaging that we're actually presenting to the other communities is consistent but in a way that really reflects what we want to convey but in a way that might be more amenable to the groups that we're actually engaging with.

If you have a look at the strategy, I think you will find that it is simple but it's a guide. It provides a guide for policy. It provides a guide for outreach and engagement and for operations. From that guide you can develop your own plan, your own strategy as long as you're actually keeping within that guideline because that's the At-Large communications strategy.

I think most importantly too is that the strategy would be reviewed annually. Because things change. [Persons] might change. There's definitely personnel will change. But I think that what we've done is we've made a good start, and we're just keeping it simple. A lot of thanks needs to go to people like Eduardo, Yrjö, Alfredo, and [Evin] for putting everything together just as directed. I think I very much appreciate this, but it just gives us something to start the new year off with.

That's basically it. If there are any questions or queries, we are willing to take those onboard. Thanks.

DANIEL NANGHAKA: Thank you very much, Maureen. Just a brief about the communication strategy is that this is work that started way back and the discussion started going on, going on. Somewhere, somehow there was a hold

back on how would ICANN Org envision the communication strategy. So it has been something that has been back and forth, back and forth. But at least we're able to see something that is tangible.

Let me give the floor to Alfredo. Alfredo had something to say, then we can be able to proceed. Alfredo, you have the floor.

ALFREDO CALDERON: Thank you, Daniel. I just wanted to emphasize that this document of the communication strategy has been useful to the capacity building working group and to its different teams. I wish to thank the social media working group which has done a fantastic job in implementing or developing different components for that strategy.

I do think that we have to try to spread out the audience that we want to target, as Maureen mentions, in this communication strategy. We have to think out of the box.

I'll give you a concrete example rapidly. The capacity building webinars team thought of this idea that we should have some webinars not dealing with policy but actually dealing with how to enhance the leadership skills of some of its membership and its volunteers. Like, for example, how to give a good presentation. How to use other tools to enhance what you do in your presentations. That has been a success. We've actually followed up with a couple of other webinars.

If we can think of how we can support the volunteers to engage better not just in policy development but in how to deliver a message in a coherent way, that could be a great asset to At-Large. Thank you.

DANIEL NANGHAKA: Thank you very much, Alfredo, for that. Yes, because when you begin to highlight about how do volunteers engage, how do the members participate in the policy development process. We've seen in the FY20 strategies from the various RALOs a very good example of NARALO that had its original strategy geared toward engagement strategy. In case we have Glenn on the call, let me ask Glenn to highlight more about how their original strategy has been used to enhance engagement within NARALO. Glenn?

CLAUDIA RUIZ: Hi, Daniel. Glenn is not on the call yet. He did say he was going to join a bit late, but he has not joined yet.

DANIEL NANGHAKA: Okay, that is fine. I believe we have Eduardo on the call. I saw him somewhere. Eduardo can highlight more on the NARALO strategy and how they're using it to enhance engagement in NARALO. Eduardo?

UNIDENTIFIED MALE: Daniel, I don't….

EDUARDO DIAZ: Sorry, I [inaudible] the microphone. Thank you so much.

UNIDENTIFIED MALE: Oh, there he is.

EDUARDO DIAZ: Yes, well, we did for engagement, like I mentioned in other meetings, we switched the monthly meetings now are mostly capacity building type to increase engagement. And all the admin procedures and reports we just going to use—we are using the newsletter and the list to do that, announcements and things like that.

The idea is to bring issues, to bring presentations that are of interest to the region and that are of interest to the things that happen in the policy development process, not in the policy development process if not more on the discussions of the policies in At-Large that are happening in the CPWG. So we're using these as a bridge to engage people, to engage more members to come to the monthly meeting, and to engage them and use it as a bridge to bring them into the CPWG. It's a weekly meeting and we discuss policy and issues there that are of interest to the remit of ICANN and [inaudible].

The metrics that we are using is we are comparing if the number of people participating in these monthly meetings are going up, down, or they are steady. Also, we are going to be measuring the weekly meetings on the participation of the NARALO members to see if it's increased there or they stayed the same. Those numbers, like I said,

will be published by the end of this year, and that will tell us if this strategy is working or not.

Next year we're going to concentrate mostly on the DNS abuse for the first two or three months. That's coming up, and we want people to start [generating] and thinking about DNS abuse so that they understand what we are talking about there so they can participate with more knowledge in the CPWG when [inaudible]. Thank you.

DANIEL NANGHAKA: Thank you, Eduardo. I just saw that Glenn is back into the room. Glenn, I'm giving you the floor such that you may be able to give us a highlight on how your working out with engagement strategy in your region.

GLENN MCKNIGHT: Yeah, I can see them. Thanks, everybody. I was in physiotherapy when I was getting called which I couldn't take the phone. So I ran home and I was lucky to log in now. So hi, everybody.

Okay, so I'm going to walk through. I just heard a little bit about what Eduardo was saying. He must have been tapping into my mind because many of the concepts you'll see in these slides, so let's move on to the next slide, please.

Okay, some of the discussion, and it's not totally formal, but we are conscious of the fact that we will have a NARALO General Assembly for 2021. So there is discussion within the planning group how to make it

an exciting and successful General Assembly. As I said, the actual location isn't totally nailed down, but I do believe Eduardo has a preference for San Juan and that would tie in prior to the ICANN meeting. Other options are, obviously, Seattle or whatever. It all depends on what's going to happen with COVID.

And, Eduardo, if I'm repeating myself, I'm sorry. But we did a survey led by Bill Jouris to find out what are the policy issues. Not just what are the policy issues that people are concerned about but also what are you committed to in terms of getting committed to being a speaker or someone I guess you would call a shepherder or an expert on that topic.

We identified individuals within our community that would be on a monthly basis focusing on that. And as Eduardo probably mentioned, we really want to build the capacity of our existing membership given the situation right now so that they actually move from just an ALS or an unaffiliated member that comes to our meetings and votes but actually be aware of what the policy issues are, understand what the policy issues are, and actually comment on the policy issues.

As I said, every month we have the special presentations. But all our regular stuff that we normally pack in, it's easy to pack in a one-hour agenda whether it's a NomCom report that I do or anything else, secretariat's report, chair's report. They're all being pushed into the extremely good newsletter that we've done for four-plus years. Pierre Darres does it religiously every month. So that's where our communication besides the Skype and besides the email. Next slide.

Okay, so this is a bit of historical information, Eduardo. I put this in here and I have to update that. What I was looking at is what our attendance is like. Actually, if I had more time—I only got this request yesterday and I didn't get a chance to talk to Judith and Eduardo on this—I would like to have had, given the new format and it's only been a few months we've been doing it, it would be nice to have not just what our attendance is which I think is actually superb considering how small our ALS is and unaffiliated members but we do have a pretty good attendance and I think people are pretty happy with participating in the sessions. But it would be very interesting to compare the two, what it was like with the old format to the new one. Next one.

Okay, so we all did a CROP plan. We all did a strategic plan. We detailed exactly where our CROP trips would be which would be three, but none of them will happen. We did identify in our CROP strategic plan where the gaps are, and we can't really do much about that honestly because we can't get to those events as we originally planned and distribute our [mail guards] and target certain underrepresented groups based on geography, ethnicity, and other factors. So the CROP stuff is largely on a holding pattern.

One of our major outreaches which we intended to do this year which we were highly successful the two years before was the North American School of Internet Governance (NASIG). It was supposed to be in Washington, but that got cancelled. We have a long-term plan for NASIG and the next one was going to be Seattle in the fall of next year and then back to San Juan. So it's a big question mark on that one.

We expect that in 2021 it will be similar to 2020. That's based on whoever you talk to, but we assume that we're going to have the same situation of limited ICANN travel, limited CROP trips. As a result of that only logically we said let's refocus. Let's do engagement.

As you can see in our picture there, Ron attended one of the sessions that we did at ARIN. We have, as many of you guys have in your own RALO, you have a signed agreement with your local RIR whether APNIC or AFRINIC or LACNIC or RIPE. So this is Ron. He's one of our board members but he's deeply involved with ARIN, and he attended a meeting. I'm not sure what it's called. I guess it's Women of ARIN. He enjoyed a nice lunch.

One of our last General Assemblies was for engagement is to inform the ARIN membership which is part of the—not our area which is LACRALO—but it's Canada, the United States, and a few islands, Jamaica and English-speaking islands. This is an example of what we would have liked to have done if ARIN had meetings as well, but that was not the case. Next slide. I have very few slides. I can't remember how many. Is this the last one, Heidi? Oh, okay.

Again, due to limitations of travel we focused on capacity building. We polled our members in the early spring. As I said, Bill Jouris and myself, and we identified what the topics were which were the highest on the list. As you can see on the document here, Internet governance, 14 people expressed it as the highest importance. Followed by DNS abuse which is consistent to everything we're doing right now.

Transparency and accountability, 9. Multistakeholderism, 8. And cybersecurity, 8.

We had Marita do an excellent presentation on multistakeholderism, an extensive one. We had Alan Greenberg do a presentation already and myself and Alfredo did Internet governance. So again, there are other items as well, but those were the top key issues that were there.

Again, tapping into the volunteer base, I think it's important to get people engaged. If they've expressed interest, nothing better than getting somebody allocated responsibility in a job and nurture them along. We believe strongly that I think we have the capacity. The question is giving some tasks to different people to get involved so that they can actually understand their role as a member. Next slide.

UNIDENTIFIED FEMALE: Glenn, this is the last slide.

GLENN MCKNIGHT: Great, that's it. Any questions?

DANIEL NANGHAKA: Thank you very much, Glenn, for that. Probably the questions will be coming in toward the end. Just stay on the line and you will be updated.

GLENN MCKNIGHT: Okay.

DANIEL NANGHAKA: That's a brief about what is happening regarding engagement. If the strategy has been switched to engagement, how do we harmonize engagement together with the other respective outreach activities? We have Ali who is going to give us a brief on what Asia Pacific region has been doing regarding outreach and engagement. Let's give the floor to Ali Almeshal. Ali, you have the floor.

ALI ALMESHAL: Thanks, Daniel. I'm just waiting for the slides to be uploaded from the staff. I've already sent them. Not this one.

UNIDENTIFIED FEMALE: Okay, Ali. One moment.

ALI ALMESHAL: Sure.

DANIEL NANGHAKA: As the slides are coming up, we've seen a lot of improvement regarding outreach and engagement across all the various regions. A lot of activities are going on. Various events are changing. They have changed to online engagement.

UNIDENTIFIED MALE: [inaudible]

DANIEL NANGHAKA: Did I hear someone speaking? Okay, I thought I heard a disruption there. I was saying that a lot of activities are going toward being virtual. It's the task of outreach and engagement to adopt to the new norm as we prepare to go back to the old normal.

How we are doing this is what matters a lot. What changes are we adapting to? There are a lot of things that keep on happening over a period of time, and the way we engage is what really matters a lot. [Each regional] has been having best practices as to how they are adapting to the pandemic and others are having virtual meet-ups. Each [regional] is currently giving updates on the best practices that are going on.

I can see that Ali's slides will be opening up in a moment. As Ali's slides will be opening up, since time is not our best friend, let me give the floor to Seun to give us a brief update on what is happening in AFRALO or how AFRALO has adapted to these challenges through its respective best practices. Seun? We shall have Seun, then Ali will come up next. Seun, you have the floor.

SEUN OJEDEJI: Yeah, thank you. Well, I am not the outreach and engagement rep, so I'm just presenting a brief update [on behalf of Fatimata]. A couple of things. Strategy, we did an operational [inaudible] and we [inaudible] a working team. Some of the things that we have done in regards to capacity building is to encourage our members to join the various

webinars which have been done by the capacity building team. And of course, the intention is that since there has been [inaudible] there is no reason to [inaudible]. So we just encourage our members to join in on the existing various webinars that we [inaudible] capacity building.

A couple of our ALSes have been doing local initiatives and we are continuing to encourage them. We continue to feature them in our newsletters as much as possible. We [inaudible] that we now also get more updates from our [inaudible] ALSes on their local initiatives. Of course, due to the pandemic some of them earlier in the year we were not able to do much but at least [inaudible].

The [inaudible] is something that is an ongoing thing which [inaudible] for this last quarter. Of course, the one for the December quarter is currently in development.

I think the other aspects that I think are worth mentioning is that for our plan we [inaudible] a mailing list which we are currently using to coordinate our efforts, some of the work. And of course, the mailing list [inaudible] becoming active. Perhaps after this ICANN 69 meeting, after [inaudible].

So for us I think some of our strategic plan is already in progress but more of it is yet to be implemented. And of course, [inaudible] [won't] be able to get started on some of the other aspects that we [were going to do]. Thank you.

DANIEL NANGHAKA: Thank you very much, Seun. Let me just quickly run through APRALO highlights. Let me give the floor to Ali. Ali, please proceed.

ALI ALMESHAL: Thanks, Daniel. As all you know, despite the pandemic and all of the disruptions happening everywhere, we continue within the region to have the activities within each ALS or within each country. Most of them are, I would say, 99.9% were on virtual meetings.

I'll just go very quickly on some of those highlights of that activity that has been done whereby the main objective of those activities is to keep the momentum and to keep the engagement with the community about what's going on. Next slide, please.

I will not go on to each specific slide. I'm just giving highlights, so if we can move to the next slide.

There was the IGF and the attendees for it. There was the ISOC [inaudible] organized those things. By the way, those are all being documented and taken from the newsletters that we are doing and [briefing] the team on a monthly basis. Can you move the slides, please?

Okay, on [inaudible] there is some activity connected by ISOC [inaudible] about the cybercrime and awareness. Roundtable about the Hong Kong IGF and ISOC in Hong Kong. Data privacy by Nepal and [inaudible]. So I have been on the [March] as well, there was an ISOC Chennai organized virtual roundtable. Next slide, please.

Those are some highlights about the activity which shows that in every single month we have multiple activities across the regions that we are having. So [inaudible] you can see active ALSes, active ISOCs, and different topics being covered each month in them. Next slide, please.

Then we have the [ICT National Day] in Nepal, Hong Kong, [inaudible] index and in June. As I said, despite all of the issues that we are having around the world and every single country we still conduct all of these activities and effort is being done by the ALSes and ISOC within the APRALO region. Can we move, please?

This also on July and August, and I'm happy to report that [inaudible] one of the activities that had been done in Bahrain. There was an [ICT day] and it was on a very high level. There are another two events coming as well, and all of them as of today will continue to be virtual.

I'm sorry I'm not going through each individual activity, but as I said we are just giving you the highlights. This was the last September. We can see that there was an Armenian [inaudible] and the activity that they have done. It was [so attractive] and I have followed some of those activities as well.

So in a nutshell, this is I would say a nine-month activity that has been done within the APRALO. Back to you, Daniel.

DANIEL NANGHAKA: Thank you very much, Ali, for those updates, those highlights of the activities that happened in APRALO. Let me give the floor to Sergio

who will walk us through what has been happening in LACRALO. Sergio?

SERGIO SALINAS PORTO: I am going to speak in Spanish. Well, some issues I'm sorry my dear friend [inaudible] hasn't been able to make it today, so I'm going to share with you a brief analysis of what we have been doing and where we are heading to.

Well, LACRALO has set up goals related to communication outreach, outwards and inwards in the region. Thinking of two elements: trying to build up and consolidate the work that has been carried out in the region and on the other hand to convey to those who are not aware of LACRALO or of ICANN yet to get them to know those two organizations.

So Humberto Carrasco from Chile, [inaudible] from Peru, and myself on behalf of Argentina have been involved in the Southern School of Internet Governance. Last year we worked quite a bit talking about the ICANN ecosystem and communicating how people could communicate.

I remember that about in early 2020 last year we had a similar meeting in Mexico with Glenn McKnight in the same Southern School of Internet Governance. So it was a very successful activity. There were lots of interactions and there was also communication with private individuals and participates.

On the other hand, I shared this in the previous session, but we launched the first e-newsletter. Thus we are able to work on one hand with our ALSes in the region but also thinking of how LACRALO interacts with those that are not part of our organization yet and those we want to attract. We want to communicate with them that this is an active community with lots of potential as having its voice heard within the ecosystem of Internet within ICANN.

Along those same lines, as part of a communication strategy I believe that next month we will hold a team meeting to define a community strategy for the region and also the tactics to be carried out in the 2021-2023 term so as to use some digital tools that will enable us to increase our impact in the region.

On the other hand, to showcase the activities that the ALSes have been carrying out not only in terms of ICANN but also at the organizational level in their own countries. So on one hand, this will enable us to strengthen the ALSes and individual users and on the other hand the unaffiliated ones.

On the other hand, we have focused on showcasing the possibility, the potential of the chance people have to participate. Several ALSes are actively involved in coordinating the Latin American IGF, but we don't have as many participants in the PDP processes though PDP processes may deal with important issues for end users: data privacy, human rights, etc. So there is a sort of [inaudible] very often we have this.

There are many regional organizations that are working on issues related to human rights, privacy, data protection, but there are fewer

participants when it comes to PDPs. So we are trying to change this, to reverse this. And this is a strategy that [inaudible] several groups. We work with several working groups in the region, and I believe this will be [tackled] not only by the communication working group but also by other working groups so that there is a wider interaction, a continuous one among the ALSes focusing on the subject matters that are important for us.

This is basically what I could tell you besides the issue of webinars that have been taking place. We would like many more participants to join those webinars. We have planned to carry out some activities related to ICANN's PDP processes.

In Argentina, we are organizing a forum to be held by mid-December with participants for Latin America and the Caribbean to deal with issues related to the Internet, especially issues related to names and numbers and issues related to infrastructure and the shortening of the digital gap.

This is all for the timing. Thank you very much.

DANIEL NANGHAKA: Very quickly I'm going to request that Adam can give us a brief on how GSE is going on beyond collaboration on outreach and engagement. Adam, please, you have the floor.

ADAM PEAKE: Thank you very much, Daniel. It's great to see you and great to hear the birds in the background. It's a really nice touch. Hi, everybody. I put this slide up again. It's one you saw probably if you were active and joined the RALO leaders call. I wasn't sure, Daniel, what's the process here for the GSE team to engage with you guys, to discuss with you guys? Because there's quite a number of the GSE VPs on the call. So what time do we have? How do you want us to participate? If you let me know, then I'll continue one way or the other.

DANIEL NANGHAKA: What you can do since time is not our best friend, you can just simply give a brief highlight of this because also we have another issue of the IGF discussion that is coming in. Yeah, probably you could [inaudible] both of them together, then we can be able to hear from Natalia about how NARALO is participating in this.

ADAM PEAKE: Okay, perfect. The basic idea of the slide runs through all of the activities, the collaboration that as GSE we're having. The first part of it, really, at least the three bullets certainly are relevant more to the strategies that we work on together, whether it's the ICANN organizational strategy, the ICANN community strategies, or the RALO strategies. And then the participation we do with the calls and the newsletters.

I think something that the outreach and engagement group has led on and encouraged us to do is sharing of calendars and event calendars

and activities. As I don't have very much time, I think there are two things I would like to mention though.

One is about participation with that ALSes. We are very aware of the mobilization work for ALSes that you're doing and has come out of the review. So how can we help with that? What can we do to help you with the mobilization effort? It strikes me as something that does fit quite well with these virtual times. Not that the times are virtual, but we're meeting online is what I mean.

We may be able to do individual outreach more easily and specifically and encourage people to participate. But it's a question, really, how can the GSE team help with your work mobilizing the ALS and how can we get them involved and help you get them involved? So that's one real question, and it's something we do but how can we jointly do it better?

The second part, and it's not on the slide, is really to talk about capacity development, capacity building. There's been a lot of work on this. The work that the capacity building working group is doing and the webinars that you put on are excellent. But again, this is something that's suited to the demands of meeting online.

What more can we do to help you? Is it that we might be able to reorganize and speak on webinars with you? Particularly for newcomers which is something that the GSE team is skilled at. It's something we do a lot. Talking to newcomers and introducing ICANN and its work and structures and so on. Is it something where we could help you bring in expertise either from other parts of the ICANN Org,

the staff group, or from across the supporting organizations and advisory committees or where we could help you bring in expertise external to ICANN, external experts?

So those were really the two main points I wanted to make. One, about the ALS, how to help you mobilize. And the other, about capacity building. The rest of the work has been really good and it has been great to work with you, Daniel. And we've got some good things kicking off and becoming a consistent aspect of the work we do rather than—things are becoming living documents and living activities rather than stop and start and so on. So thank you very much. Thank you.

DANIEL NANGHAKA: Thank you very much, Adam, for that. [inaudible] to more collaboration and also I look forward to proper communication and collaboration going forward for O&E implementation. Regarding this, let me just simply give the floor very quickly to Natalia who is currently chairing the social media working group for ICANN 69 and also to give a brief on the preparations for the IGF.

NATALIA FILINA: Thank you very much, Daniel. I would like to say very briefly regarding our EURALO situation with outreach and engagement, I'd like to say that we implemented many parts of our strategy, and we involved people working in the field. We are supporting our ALSes and our members on the ground. We thank GSE team for support.

We always are ready to give the floor for updates from our ALSes, and we inform every month during EURALO calls our community regarding our outreach and engagement steps and always call people to support us.

I would like to say that you can ask me about EURALO situation I think maybe later. But now I would like to put some words regarding my suggestions to improving our outreach and engagement work in At-Large.

I think we should share responsibility and ask about results each our fiscal year. So I think we may add an analysis to our outreach and engagement strategy, our social media strategy for [inaudible] to understand what worked, what didn't worked, and which best practices we can bring forward to the next event next year. We need to avoid repeating our mistakes, I think.

I also support my colleagues and would like to say that, yes, we need new ideas, new ways of communication and engagement. I like so much today Göran's words regarding our life and our situation will not be the same. We see that our maybe usual tools sometimes stop working. So we are very flexible and we need to think up new scenarios.

For example, a little example for our capacity building we have an idea to turn webinars into debates sometimes. That allows us to attract new attendees and participants.

Now when we cannot spend out budget for our travels and face-to-face meetings, I think we can pay our attention to research fields and maybe we can take this part of work, a subcommittee, and do two things at the same time. Gather the information for the decision-making process within At-Large and ICANN and [inaudible] involve respondents in our topic. I think maybe it is the best way to say more about our work and to engage people. In the rest, I think we need just to participate, to work, to meet even virtually. Thank you very much, Daniel.

DANIEL NANGHAKA: Thank you very much, Natalia, for that. As we have come almost to the end of the hour, I'm going to request Jonathan Zuck [inaudible] to give a brief comment about the collaboration campaign. Then from there, we shall be able to have the document being shared whereby I'm going to request for action points, actions and recommendations from each of the respective regions. Let me give the floor to Jonathan.

JONATHAN ZUCK: Okay, can you hear me okay?

DANIEL NANGHAKA: Yes, we can hear you.

JONATHAN ZUCK: I'll even turn on a little bit of video maybe. I don't know. We'll see. To clarify, what does he want me to—you said the collaboration campaign. Do you mean the education campaign?

DANIEL NANGHAKA: Yes, because that's one of those items.

JONATHAN ZUCK: Okay, yeah. What happened is that during ICANN 67 we drew a line in the sand and we said that DNS abuse was something that the At-Large community was going to take seriously and take on as a major issue and that there would be two prongs to our work there. One was to continue to press for reform within ICANN, both with contract compliance and with the contracts themselves with the registrars.

But the other prong of it was an individual Internet user education campaign. Of course, we haven't done it before in any kind of a coordinated way, so we're just at the very beginning of trying to understand what that might look like.

One of the things that really impressed me in the sessions earlier this morning—for me at least they were earlier this morning—with the RALO leadership, for example, is that there's a lot of innovative stuff happening throughout the At-Large community but it feels like a lot of people reinventing the wheel from scratch.

So I'd be very interested in us as an experiment coming up with a coordinated education campaign that rippled down through the

RALOs to the ALSes. Whether it's a webinar that we design and then we just get as many people to deliver the webinar as possible or something like that. I think it would be very powerful for the At-Large and very good for its reputation within the ICANN community.

So we just had the barest beginning of a brainstorming session at this meeting. But I'm assuming, Daniel, that you're going to want to pick up the ball and run with it from here to figure out what next steps are. But I'm not running away from it. I just wanted to experiment with having a more interactive session at an ICANN meeting. I have a secret agenda of not having every ICANN meeting be a series of webinars if we can avoid it.

So I guess that's about it unless people have questions about it. No hands flying up. But Cheryl has provided an interesting Australian spelling of utopia, so that's fun. And Heidi says we're five minutes over. That's not my fault, Heidi. That's not my fault. Thanks, Daniel.

UNIDENTIFIED FEMALE: Daniel, we cannot hear you. Daniel, are you speaking?

DANIEL NANGHAKA: Since we have come to the end of the call, I'm going to request all the members on the call if they could be able to fill in their respective action items and recommendations that we can be able to follow up on the form linked above. I'm going to request also staff to share it through email to the mailing list, and then we can be able to pick up action points that can be able to guide us through.

For the next steps, we shall be sharing next steps during our next monthly call. I'd like at this point to end the call. Thank you all for attending the call. Thank you for all interpreters, and thank you for the staff that have been able to manage the call. Bye for now. See you. Hope you enjoy.

[END OF TRANSCRIPTION]