**Proposal for Special Project Funding for Constituencies/SGs**

All Constituencies/SGs of the GNSO, and the ALAC are asked to engage in continual outreach and enhanced communication with their members and potential participants. The ToolKit provided by ICANN provides some baseline communications support, but does not provide full support to the needs of a Constituncy or Stakeholder Group (SG) in the kinds of management and internal communications, or in outreach activities and support to communications materials.

The BC is proposing that ICANN’s budget support a standard amount of funding for each constituency and/or SG that chooses to participate in the Special Project. A not to exceed amount of funding per constituency/SG allows ICANN to budget and forecast the financial impact. To participate, each constituency/SG would submit a proposal with defined activities. Reports on the activities conducted, and receipts for expenditures would be submitted semi annually, with an annual report on the Project’s outcome. Funding for subsequent years would be dependent upon completion of reports as mutually agreed to in the Special Project.

This would be in addition to any materials that ICANN develops for general use to promote awareness and outreach in general. However, this process should take place separately and in parallel to the Special Project Fund as described below.

**An Example: BC Background and Discussion:**

The BC actively engages in outreach activities that range from holding current member interactions/meetings, to meeting with business leaders in other special events, as circumstances and resources allow.

In 2010, in conjunction with a local member, the BC participated in a dinner/reception in Nairobi for the African business community. In Brussels, we organized a major event for business leaders, co sponsored by the BC and several of our members, with the significant support of a local member in organizing the event.  We also held a special event in Washington, DC in October 2010, organized and sponsored by the BC officers, and funded by the BC. In 2010, we published our first outreach brochure and a two page fact sheet, which we translated into English and Spanish; in 2011, we held a small business outreach event in Silicon Valley. Also, in 2011, we published our first newsletter, which was distributed at the ICANN meeting, at the IGF in Kenya, at an industry association meeting in Mexico, and in Paris, France, and which we would like to follow up with additional distribution and events for further outreach and recruitment of business to participate in the BC, and in ICANN.

Role of ToolKit:

While the ToolKit has some very important services available, it does not include funding for communications or other services for constituencies/SGs who need to engage in consultations and management discussions within their constituencies/SGs. All constituencies/SGs need support to improve the services they can provide to their existing members, and to support their outreach and recruitment, as well as their internal coordination and management. Although ICANN can develop generic materials, such materials will never be customized to the individual needs of the constituency/SG. Since Constituencies/SGs draw on volunteers, each is likely to have some uniqueness in their needs, but recent discussions among the elected leaders indicate that all would benefit from support to fulfill the kinds of obligations that exist, including maintaining a website, maintaining transparent record keeping; archieving of records, and engaging in outreach and participation activities to strengthen the effectiveness of the constituency/SG.

We are aware that the GNSO’s OSC Constituency and Stakeholder Group Operations Work Team proposed an initiative that is highly detailed, time consuming, and dependent upon ICANN staff. That is not a model that we believe can work effectively and we do not support the approach that was proposed. We also note that it did not take into account the needs of the ALAC, or the GAC, yet many general information materials should be useable by all of these groups.

In our view, a more streamlined approach is needed to review ICANN’s existing materials, and to develop an approach to serve all constituencies/SGs, and the ALAC. While we have significant questions and concerns about the Outreach WG that was proposed, the BC would be pleased to participate in an effective and streamlined initiative with the other Constituencies/SGs and ALAC with staff support to assess available materials, and to suggest a streamlined packet of informational materials. This should be undertaken in parallel with the Special Projects approach described below.

ICANN should focus its own support on creating improved generic materials that are usable by all parties who wish to do outreach and participation events and serving the ALAC, the GNSO constituencies/SGs and possibly the GAC.

**Proposed:  Constituency Support Fund: allocation of $25,000 per Constituency/SG [[1]](#footnote-0)based on a proposal with objectives and activities. End of year report on activities/outcomes.**

The Constituency/SG Special Projects Fund would be a “not to exceed allocation” per entity of $25,000 for 2013. Each participating entity would submit a written proposal, describing its activities and the materials or events that it would be used for. This is not a policy position fund, but is focused on building and managing the work of the constituencies/SGs in their internal management, including recruitment.

Proposed Categories for support include:

* Coordination and management of the Constituency,
  + Secretariat services – which can include travel expenses for Secretariat participation in ICANN meetings, fees for Secretariat, etc.
  + Funding of communication costs for officers
  + Travel costs for Officers, based on Constituency/SG criteria for allocation
* Funding of events or activities that are focused on membership recruitment or outreach and participation
* Funding of development or printing of materials related to recruitment, outreach, participation in ICANN.
* Funding of a specialized constituency fellowship program, based on criteria that are consistent with ICANN’s core mission, and if possible, incorporating cooperation with ICANN’s existing Fellowship program.
* Other – based on proposal

Each Constituency/SG would submit a request for the Special Projects Fund, and submit a written proposal for how they would participate, which categories of activities they would use the funding for, and the kind of reporting they would provide, as well as defining the outcomes the activities will support.

We are seeking input, and endorsement of the concept, since it has implications for all constituencies/SGs of the GNSO. We will proceed with an individual proposal, but would welcome working collaboratively on a unified recommendation to support the concept, if others agreed to the concept.

This draft is being shared with the following. Please feel free to share it within your constituency, and to provide proposed mark up, or suggestions. If you are simply not interested, just say so on the list, and I’ll omit you from any further discussions about the concept.

I have shared it with ICANN, as a concept, but noted that at this point, it only has BC support. Should you be interested in helping to advance it, we can of course work toward a shared comment which could be jointly submitted. However, that will not change individualized detailed comments on the Budget/Strat Plan. This would simply be a sub part of contributions made individually.

BC: Marilyn Cade, BC Chair and Chris Chaplow, V.Chair, Finance and Operations

ISP: Tony Holmes

IPC: Steve Metalitz

NPOC: Amber Sterling

NCUC: Konstantine Komaitis

Registry: David Maher

Registrar: Mason Cole/Matt Serlin

1. The ALAC will have some consistent needs, and some different requirements. Thus this Project Fund is not intended to address their requirements, although collateral materials which the ALAC needs will undoubtedly be similar to the Constituencies/SGs as noted above. [↑](#footnote-ref-0)