Draft Concept Note

NCUC Quarterly Webinar Series

2025

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1. Introduction

The Internet Corporation for Assigned Names and Numbers (ICANN) plays a central role in global internet governance, overseeing the Domain Name System (DNS) and related policy development. Within ICANN, the **Non-Commercial Users Constituency (NCUC)** represents the interests of individuals, academics, civil society, and non-commercial organizations.

To strengthen outreach and deepen stakeholder engagement, the NCUC EC proposes hosting a **Quarterly Webinar Series of all the NCUC 5 regions**. These webinars will serve as a platform for discussion, education, and collaboration, specifically targeting non-commercial stakeholders worldwide. The webinar series will spotlight timely ICANN and internet governance policy topics, promote NCUC membership, enhance transparency, awareness of NCUC's role in shaping internet policy.

This webinar format will ensure consistent messaging, broader participation, and efficient resource use while fostering community and inclusivity across all five ICANN regions.

2. Objectives

The NCUC Quarterly Webinars aim to:

1. **Engage Stakeholders Globally**
   Facilitate meaningful participation from civil society, academic institutions, and non-commercial individuals in NCUC work.
2. **Raise Awareness**
   Showcase NCUC's role and its impact within ICANN and the broader internet governance ecosystem.
3. **Educate and Inform**
   Share key updates on DNS policy, ICANN policy developments, and how NCUC contributes to a more inclusive internet.
4. **Grow Membership**
   Highlight the value of joining NCUC and encourage participation from new regions and communities.
5. **Foster Ongoing Dialogue**
   Create space for diverse voices to raise concerns, share experiences, and exchange ideas on global internet policy.

3. Format and Structure

3.1 Webinar Format (Virtual)

The webinars will be held **quarterly**, each with a thematic focus relevant to ongoing ICANN policy and internet governance discussions. Sessions will be:

- **70 minutes in duration**
- Hosted virtually with open registration
- Moderated by NCUC leadership, members, or any appointed expert agreed upon by the EC

3.2 Core Components

- **Thematic Presentations**: Topics aligned with current policy issues, proposed by NCUC members and approved by the Executive Committee.
- **Expert Speakers**: Representatives from ICANN, academia, civil society, and the broader technical community.
- **Interactive Segments**: Live Q&A, polls, and participant feedback to promote dialogue and collect insights.
- **Membership Segment**: Information on how to join NCUC, member benefits, and testimonials.

4. Target Audience

Primary Audience

- Civil society organizations
- Academics and researchers
- Individual non-commercial users
- Existing NCUC members

Secondary Audience

- Potential new members
- Policy influencers and technical experts
- Broader ICANN and internet governance community

Geographic Scope

- **Global**, with specific efforts to ensure inclusivity from all ICANN regions:
  North America, Latin America & the Caribbean, Europe, Africa, and Asia-Pacific.

5. Membership Promotion Strategy

Each webinar will include dedicated time to promote NCUC membership, featuring:

- **Clear Calls to Action**: How to register and get involved in NCUC's work.
- **Benefit Highlights**: Access to policy-making processes, global networking, and leadership opportunities.
- **Incentives**: Optional initiatives such as digital recognition or small giveaways to new sign-ups.

6. Expected Outcomes

1. **Increased Awareness** of NCUC contributions to ICANN and internet policy development.
2. **Expanded Global Membership**, especially from underrepresented areas.
3. **Community Building**, with stronger engagement between members and new stakeholders.
4. **Policy Input Collection** that reflects global non-commercial perspectives.
5. **Sustained Participation**, with attendees returning for future webinars and deeper involvement.

7. Outcome Reporting

After each webinar, NCUC will publish a **Final Outcome Report** on its website, including:

- Summary of Key Discussions
- Participant Feedback and Recommendations
- New Membership Data
- Proposals for Future Topics

This transparent process ensures accountability and continual improvement of the series.

8. Conclusion

The **NCUC Quarterly Webinars Series** is designed to elevate non-commercial voices in ICANN policy development and provide a regular, accessible platform for global dialogue. By fostering awareness, encouraging membership, and facilitating education and policy input, the series will strengthen NCUC's mission and empower stakeholders around the world to get engaged in a meaningful way.