All questions and completed forms should be sent to controller@icann.org.

Please remember that the deadline for FY19 Budget consideration is 31 January 2018.

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| REQUEST INFORMATION | | |
| Title of Proposed Activity |  |  |
| Promoting the use of ICANN Data for better advocacy and engagement |  |  |
| Community Requestor Name | Chair | |
| NCUC | Renata Aquino Ribeiro | |
| ICANN Staff Community Liaison |  | |
| Maryam Bakoshi |  | |

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| request description |
| 1. Activity: Please describe your proposed activity in detail |
| **The goal**  The goal of this proposal is to promote engagement with ICANN information resources by ICANN’s non-commercial community. The NCUC includes a broad network of academics, researchers and civil society advocates, all of whom are active in the global Internet governance discourse. As ICANN seeks to boost its transparency and open data offerings, uptake among the community will be a key ingredient to the success of this programming. This program will train NCUC members in open information standards and, specifically, in how ICANN’s information may be useful to their research and advocacy. This in turn should enhance buy in among the ICANN’s community for enhancing open data, in a virtuous circle whereby robust demand for information creates an incentive for improvements to supply, and positive experiences in seeking information lead to stronger demand for more.  **The application:** This proposal is to develop a course for NCUC members on the utility of open information systems, with a specific focus on how the information made available through ICANN’s Open Data Initiative, the Information Transparency Initiative, and the Documentary Information Disclosure Policy (DIDP) can useful to their engagement in ICANN processes, as well as to their broader advocacy and research programming.  Experience suggests that strong transparency programming requires both supply side and demand side support. On the supply side, institutions must work to streamline and improve their information delivery mechanisms, including through expanding the volume of information available, but also through enhancing searchability, findability and accessibility. ICANN is currently working towards these goals through its Open Data Initiative and its Information Transparency Initiative, as well as through contemplated improvements to its DIDP system.  However, these reforms are meaningless if the information provided is not effectively utilized. Better practice around the world is to complement transparency reforms with training and outreach to key stakeholders in order to inform them about the options for accessing information and to promote demand for the system.  This proposal will develop and implement a series of trainings for key stakeholders on what information ICANN makes available, on how this output is being enhanced through the Open Data Initiative and the Information Transparency Initiative. This will not only promote demand for ICANN information, but also promote robust engagement with these systems, which should in turn lead to enhanced community guidance on how they should be improved.  We request funding in order to support the development of this course, as well as to bring one trainer from the NCUC to ICANN63 to deliver the training. The course will also be published on <http://learn.icann.org/courses>, creating a permanent resource for interested parties, which will be distributed among the NCUC and NCSG and will be integrated into the NCUC’s standard welcome package for new members. |
| 2. Type of Activity: e.g. Outreach - Education/training - Travel support - Research/Study - Meetings - Other |
| Education - training |
| 3. Proposed Timeline/Schedule: e.g. one time activity, recurring activity |
| Pilot activity |

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| request objectives |
| 1. Strategic Alignment. Which area of ICANN’s Strategic Plan does this request support? |
| This relates to 5.2 of the Strategic Plan (Promote ethics, transparency and accountability across the ICANN community) since enhanced demand for ICANN’s open data and transparency initiatives will boost the quality of stakeholder feedback received, improving them further in a virtuous circle.  It also relates to 5.3 of the Strategic Plan (Empower current and new stakeholders to fully participate in ICANN activities) by equipping community members with the tools to utilize ICANN’s open information programming, which in turn will help them engage more effectively in ICANN’s decision-making processes. |
| 2. Demographics. What audience(s), in which geographies, does your request target? |
| All ICANN regions |
| 3. Deliverables. What are the desired outcomes of your proposed activity? |
| 1. A written training course on open information at ICANN 2. A training for non-commercial participants on open information at ICANN |
| 4. Metrics. What measurements will you use to determine whether your activity achieves its desired outcomes? |
| The primary metric for success will be registration for the course. We will administer a survey at the course’s conclusion to assess participant satisfaction with what they have learned.  A longer term metric will be engagement with ICANN’s open information resources. We will follow up with participants six months after the conclusion of the course to see whether ICANN’s information resources have been integrated into their research and advocacy, and how. This will also be useful as an avenue for assessing which of ICANN’s open information systems people are finding most useful. |

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| Resource Planning – incremental to accommodate this request |
| Staff Support Needed (not including subject matter expertise): |
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| Subject Matter Expert Support: |
| Yes – the course should be developed by someone with expertise in transparency, open data, data journalism, and ICANN’s data processes specifically. |
| Technology Support: (telephone, Adobe Connect, web streaming, etc.) |
| Yes – for the course itself. |
| Language Services Support: |
| No – the course will be carried out in English. |
| Other: |
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| Travel Support: |
| Yes |
| Potential/planned Sponsorship Contribution: |
| No |