FY19 Outreach Strategy

Outreach Goals

- The NonCommercial Users Constituency (NCUC) plans to continue its ongoing efforts for outreach and diversification of its membership. Currently we reached over 500 members from 130 countries. More details and statistics can be found here http://www.ncuc.org/about/members/. While we got more members from developing countries in particular Asia, Africa and Latin America and the Caribbean, we are aiming to increase our efforts to inform noncommercial Internet users globally about NCUC involvement with policy making at ICANN.

- We aim to coordinate efforts with GSE for participation in ICANN events bringing local audiences to the DNS policy debates currently in focus in the organization as well as with regards to the importance of non-commercial views on the Domain Name System policy making processes.

- To include CROP programs in our current projects with members more to make them part of capacity building initiatives and relevant events and conferences, which could run previously, during or after an ICANN meeting. We understand that the current health emergency situation might continue to impose travel restrictions for some regions in the near future but we believe that these resources will be very important for our membership, as soon as travel permissions are resumed.

- For FY21, we could use the 3 approved slots in quite short time in order to guarantee our members attendance, participation and outreach activities at one ICANN meeting (the next Community Forum) as soon as this community goes back to onsite meetings, one regional forum of Internet Governance to be determined based on Members interest and RightsCon 2021 which will be hosted in San Juan, Costa Rica, and is one of the most important meetings around advancing human rights and non-commercial discussions.

Strategies

The CROP is complementary to our regular outreach efforts during ICANN meetings and other two meetings identified as important places in order to strengthen the NCUC dialogue with other communities. Our strategy is to combine the different resources and also try to coordinate with the help of our existing members.

For FY20, we wish we had the chance to experiment with having more members conducting outreach activities in the regions with the support from NCUCs Leadership Team. But, in light of the Coronavirus pandemics, we were unable to use our crop slots to attend meetings since they were planned for ICANN67 and 68 plus RightsCon.

Nevertheless, as soon as travel resumes, we would like to go back to the initial idea of using such resources to allow members to help share our mission and values around the different Internet Governance relevant events. For FY21, we would like to continue the ongoing work with regional outreaches and improve our strategy with the feedback and inputs from previous opportunities.

Added to that, the opportunity to coordinate more with GSE staff, in particular for some regions, is considered key to fineline our presence.

The strategy is built around the following core objectives, which will guide us in targeting opportunities for NCUC members to attend regional events with CROP assistance.

Expected Activities and Outcomes

1) Increasing knowledge of ICANN and making civil society more visible

Recent events have raised some interest from several civil society organizations in DNS Policy and we got some of them to be involved with us. Discussions such as the ones surrounding the Public Interest Registry sale raised a lot of important debates about what should really be a public interest oriented Internet and the management of critical Internet Resources. We believe that debates such as the PIR sale might have had the good effect of calling the attention from Digital Rights community and broader civil society to the DNS Policy discussion and it might be a good moment to advocate for NCUC values and principles and spread the message about the need for more civil society engagement at ICANN. NCUC has always been a very representative voice at the ICANN community and we wish to continue engaging in discussions such as the enhancement of cooperation between stakeholders and a public interest Internet.

Other than that, it is important to mention other areas of focus such as strengthening the Non-Commercial views within GNSO PDPS and the following the implementation of ICANN accountability and the positions advocated by NCUC that may appeal to civil society organizations, such as the Human Rights discussions.

Building national/regional engagement

For FY21, we will repeat the approach indicated in our previous Outreach Strategy proposal. As priorities in the use of CROP slots during the upcoming Financial Year we wish to:

(a) have the possibility of bringing regional members to ICANN meetings in order to see the outcomes of the Constituency efforts on capacity building directed to enhancing our participation in policy work; and

(b) Allow our members to represent the Constituency at relevant events on the hope to connect more with the regional community to strengthen our presence, using the experience and knowledge of our members. Under a similar approach, we have previously attended the African Internet Summit proposed by AFRINIC, one of the LACNIC meetings and would have attended RightsCon 2020 if it wasn't for the COVID19.

We will keep this approach and explore with members and GSE staff about possible partnerships in ICANN events. We are planning to submit session proposals, requests for session/meeting rooms and more for those events to optimize our presence there.

Building internal capacity

To continue our inreach efforts, we are empowering our members more by encouraging them to attend capacity building sessions and using ICANN Learn, applying for CROP, guiding them to other sources of funding. The executive committee is playing its role for supporting the members and helping them when they volunteer.

NCUC events in ICANN meetings are playing the double role of inreach/outreach since mostly our active members and not officers make the presentations about main topics and positions advocated by NCUC in ongoing policies processes.

Events to be covered by CROP FY21
(one or more events may be replaced due to extraordinary reasons - meeting cancellations or strategy readjustments)

- At least one ICANN meeting, more preferably ICANN70, in Cancún;
- One meeting of a Regional Forum on Internet Governance (tbd); and
- RightsCon 2021, to be hosted in San José, Costa Rica.