

NCUC - FY21 Additional Budget Request
Civil Society Advocacy Training

For the FY21, NCUC was granted an ABR titled “Enhancing Civil Society advocacy at ICANN.” The purpose of this ABR is the development and delivery of an advocacy training in the ICANN environment, specifically tailored for civil society.

According to the ABR, the substance of the training is as follows:

- Brief introduction on the history of ICANN and civil society advocacy in internet governance
- Analysis of advocacy capacities of communities and organizations
- Exercise of identification of advocacy spaces and positions: GNSO council, PDPs, Review Teams
- Methodologies and continuous improvement in managing the work, with mention of GNSO PDP improvement activities
- Critical analysis of civil society as a stakeholder and paths for cooperation both inside and outside of NCUC
- Case studies and role playing

As specified in the ABR, the training will be delivered so as to be suitable for integration on the ICANN Learn platform. As such, and given the current public health conditions, it will be delivered online only.

ICANN Learn Course Objectives

This ICANN Learn course will:

- Explain the role that non-commercial stakeholders play within the ICANN multistakeholder community.
- Describe the kinds of policy issues that impact members of the non-commercial constituency.
- Encourage greater participation by non-commercial stakeholders in the ICANN policy development processes.

- Describe the formats of participation of non-commercial stakeholders, existing mailing lists, working groups, routine calls and public meetings.

ICANN Learn Course Learning Outcomes

As a result of taking this course, participants will be able to:

- Analyze policy proposals for impact to non-commercial stakeholders.
- Articulate non-commercial interests within ICANN policy development processes.
- Provide substantive input to ICANN policy development as it impacts non-commercial stakeholder interests.

Beyond those general points, the NCUC EC would like to provide you with the following information on our expectations regarding structure and contents of the training.

1. We believe that a duration of three to four hours would be suitable. We would also be inclined to have the training take place in two separate sessions, of 90-120 minutes each.
2. We would prefer a format that allows for interaction between the trainer(s) and participants and among the participants, more hands-on than an “interactive lecture” where participation is limited to Q&A. Zoom breakout rooms were identified as one possible avenue for such interaction, but we look forward to Org’s and the trainer’s own experience in fostering interaction in an online context as well as available resources.
3. Our members expressed interest at developing their advocacy skills specifically in the context of GNSO PDPs. In that sense, we believe that a part of the training should be dedicated to the “basics” of PDP 3.0, eventually in comparison with what was done before, but in a more general sense as well, given that some or many of the participants may not have any experience in participating in PDPs. We believe that a sound understanding of established ICANN procedures is conducive to a more effective advocacy.
4. We would also like to see included a segment on the history of civil society participation at ICANN, although that should not occupy a preponderant place, as this would necessarily be delivered more in a lecture style.
5. Eventually, certain parts of the training, such as the historical part, could be delivered as pre-training materials for the registered participants, if the format of such materials allow.

6. We would like to see a substantial part of the training dedicated to a single case study of civil society at ICANN. We believe it is important that only one case study be examined, as this will allow for a more in-depth analysis. We have identified the Subsequent Procedures PDP as one possible such case study, as this was also a GNSO PDP, which suits our membership's interests.
7. There was also a unanimous support for including consensus building exercise(s). The exercise that forms part of the ICANN Fellowship experience was identified as relevant and a possible source of inspiration
8. While we have identified above three core elements of the training (PDP 3.0, case study and consensus building exercise,) we do not believe these should necessarily be delivered in a separate manner. Rather, they could be usefully integrated with each other, potentially with the case study serving as the foundation and backdrop to discuss and reflect on PDP 3.0 and consensus building, and more generally the successes and failures of civil society advocacy at ICANN.
9. Finally, we would want to have a follow-up to the training with the participants, in order to increase, as much as possible, participation in, and engagement with, various Community processes. Indeed, while the issue of lack of engagement among civil society members is ever elusive, we are hopeful that a closer, tighter and more personalized follow-up may help new members "break the ice" and gain enough confidence to engage further, triggering a positive feedback loop, rather than having them drop out.