Additional Budget Request Form

The deadline for consideration as part of the Fiscal Year 2024 ABR process is **30 January 2023**. Please submit the [request form](#). Every field is required. Incomplete requests will not be considered. Questions? Please contact abr@icann.org.

Email

Name

ICANN Community Group

Please provide the name of the ICANN community group approving the submission of this request.

GNSO Council

ICANN org Request Liaison

Please provide the name and email address of the ICANN org member that can explain the context of this request.

Ariel Liang (ariel.liang@icann.org)

Description

Title of Proposed Activity

Please provide the title for the proposed activity.
GNSO Council Communications Support

Purpose

Please describe the purpose, including the intended scope, of the proposed activity and indicate if it is a single activity or a recurring set of activities within the next fiscal year.

During the Council Strategic Planning Session that was held from 14-16 December 2022, the GNSO Council identified the need to enhance its communication efforts to broadcast the work

and efforts of the GNSO community to a broader audience and to counterbalance negative stories and misinformation that seemed to have gained prominence on social media and industry blogs and often provide a one-sided, and sometimes misleading, view of events. As a result, the Council will be forming a small team of interested Council members to develop a communications plan to proactively promote policy and other GNSO priorities. Although the small team will need some time to develop this plan and its recommendations, through this request, the Council would like to secure a commitment from ICANN org to provide the necessary support to implement this communication plan. The Council anticipates that this will be an ongoing effort.

The Council anticipates that the support needed may be provided in-house within ICANN org, although it does not exclude that external expertise / dedicated communications support may be needed as the articles/blogs products of this work may be used in and outside of ICANN's communication supports, like the industry press and beyond.

Alignment

Please describe how the proposed activity directly aligns with the ICANN mission and the current strategic plan. Please also describe how the proposed activity demonstrably relates to ongoing policy, advisory, or technical work.

ICANN's mission states that ICANN "(…) coordinates the development and implementation of policies concerning the registration of second-level domain names in generic top-level domains ("gTLDs"). In this role, ICANN's scope is to coordinate the development and implementation of policies: (…) That are developed through a bottom-up consensus-based multistakeholder process and designed to ensure the stable and secure operation of the Internet's unique names systems".

Furthermore the strategic objective "Improve the effectiveness of ICANN's multistakeholder model of governance" states that ICANN seeks to "Strengthen ICANN's bottom-up multistakeholder decision-making process and ensure that work gets done and policies are developed in an effective and timely manner" and "Support and grow active, informed, and effective stakeholder participation" – this project would contribute to these objectives.

Category

Please select the category for the proposed activity:
- Outreach
- Research
- Training
- Travel Support
- Other

Objectives

Audience

Please describe the target audience for the proposed activity including any relevant demographic data (e.g., age, gender, region, sector, and skills, etc.).

Target audiences will be identified through the communications plan but the intended audience are those interested in ICANN activities but not necessarily part of the ICANN community.

Outcomes

Please describe the expected impact of the proposed activity.

The expected impact would be a better understanding and appreciation of the activities undertaken by the GNSO community and their impact on and importance for gTLD policy and operations.

Planning

Please describe the types of support needed to implement the proposed activity, including any assumptions, estimated costs (in USD), and timeframe. Please also indicate any planned external support (sponsorships or other in-kind contributions).

Type	Description	Assumptions	Estimated Costs	Timeframe	Comments
Administrative support					
Communications support	*Dedicated communications support is expected to be needed*				
Language services support					
Subject matter support					
Technology support					
Travel support					
External support					
Other support					

Total Estimated Costs   USD _____

Total Requested Support   USD _____

Evaluation

Metrics

Please describe what metrics will be used to measure the impact of the proposed activity.

# of publications and views of articles / blogs.

Sustainability

Please describe how the proposed activity will sustain its impact beyond the specific ABR allocation.

The communications plan is expected to be a continuous effort to help focus attention on the work and achievements of the GNSO community.

Priority

Please rank the priority of this proposed activity if submitting multiple request forms. (For example: 1 of 3, 2 of 3, 3 of 3, where 1 = top priority and 3 = lowest priority.)

Submission

By submitting this complete request form, you confirm that you have reviewed and understand the **ABR Principles**. You also confirm that you are submitting this completed request form with the consent and approval of your ICANN community group.

By submitting your personal data, you agree that your personal data will be processed in accordance with **ICANN Privacy Policy** and agree to abide by the website **Terms of Service**.