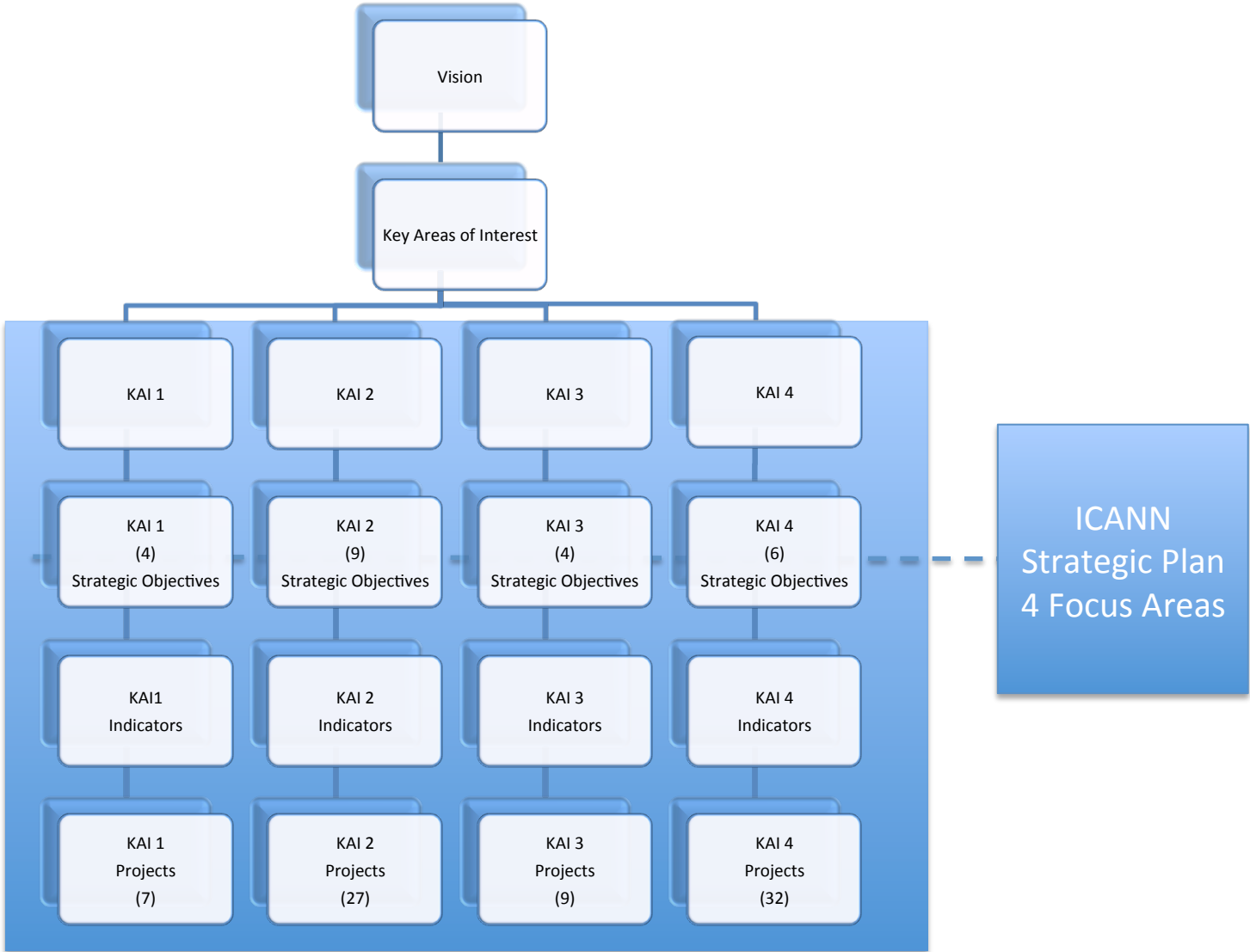


# Latin America and The Caribbean Strategic Plan 2013 - 2016

LAC Steering Committee

April 2013



- ❑ To have more topics of legitimate regional interest in ICANN's agenda.
- ❑ To have more participation in decision-making.
- ❑ To have more attractive content from ICANN.
- ❑ To capture the interest of governments in ICANN's remit.
- ❑ To focus on the domain name and related industries.
- ❑ To become stakeholders with the capacity to influence ICANN.
- ❑ To achieve a balanced participation from our region in ICANN's world.
- ❑ To be listened and recognized with the purpose of strengthening the Latin American and the Caribbean region.
- ❑ For ICANN to focus and be kept under its technical current mandate.
- ❑ To develop and achieve recognition of the DNS Industry in the region.

## VISION

*What are we looking for as a region?*

- ❑ ICANN has the obligation to become more global. ICANN needs us as a region and we need ICANN.
- ❑ To establish differentiated policies for the region.
- ❑ To promote the creation of new interests groups in the region within ICANN.
- ❑ To guarantee the allocation of resources and ease participation from the region.
- ❑ To guarantee ICANN's responsibility before the community and the general public.
- ❑ To comply with ICANN's multistakeholder role, promote the bottom-up system to define policies. We want to influence so that policies have a positive impact in the region.
- ❑ To achieve an adequate development of ICANN related industry in the region.
- ❑ To define our expectations for the region under a bottom-up approach.
- ❑ To guarantee the allocation of financial resources and staff with the aim of facilitating and securing ICANN's response to the community considering its commitment under the AoC and the global public interest.

## VISION

*Why is it important that ICANN considers the needs of our region in its Strategic Plan?*

- KAI 1 > POLITICAL ISSUES
- KAI 2 > CAPACITY BUILDING & OUTREACH
- KAI 3 > OPERATIONS
- KAI 4 > ECONOMIC ISSUES



**KEY AREAS  
OF  
INTEREST  
KAI**



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# KAI 1 POLITICAL ISSUES

## 1.1 To strengthen ICANN's engagement with regional organizations

(1.1.1) To plan and develop joint programs between ICANN and regional organizations to act as copartners within each organization's interest and scope

(1.1.2) To design a special tailored support program to help regional organizations attend ICANN meetings, both financially and providing them an appropriate participation scheme to help them engage with organizations from other regions

### Indicators

- *Number of ICANN meetings and events in the region.*
- *Number of resources involved.*
- *Number of Board Resolutions that mention the region.*
- *Number of people from the region that are members of a SO, AC, WG, Review Team, Board or NOMCOM*

# KAI 1 POLITICAL ISSUES

## STRATEGIC OBJECTIVE 1.1

## 1.2 To create regional interest groups to strengthen the Multistakeholder Model in Latin America and the Caribbean

(1.2.1) To engage with ISPs, national and regional IP associations, Industry Associations in a collaborative fashion between ICANN and the local Internet technical community

(1.2.2) To deepen the participation in International and Regional Fora (CITEL, eLAC, LACIGF) in coordination with other regional Internet related organizations

### Indicators

- *Number of new active interest groups*
- *Number of people from the region participating in such new groups*

# KAI 1 POLITICAL ISSUES

## STRATEGIC OBJECTIVE 1.2



## 1.3 To facilitate the allocation of resources to guarantee the stability, security and resiliency of ccTLDs

(1.3.1) To create an available and stable emergency response team to address crisis situations in vulnerable registries in the region, where ICANN may provide funds and LACTLD could coordinate the execution of the deployments

(1.3.2) To establish a program of creation and transfer of knowledge regarding the technical operation of ccTLDs, with the participation of organizations of the Internet technical community

### Indicators

- *Number of allocated resources to ensure stability, security and resiliency of ccTLDs*
- *Amount of financial resources allocated to ensure stability, security and resiliency of ccTLDs*

# KAI 1 POLITICAL ISSUES

## STRATEGIC OBJECTIVE 1.3

## 1.4 To ensure accountability of organizations that receive ICANN funding

(1.4.1) To create a scheme where organizations are required to publish information regarding the results of the projects funded by ICANN

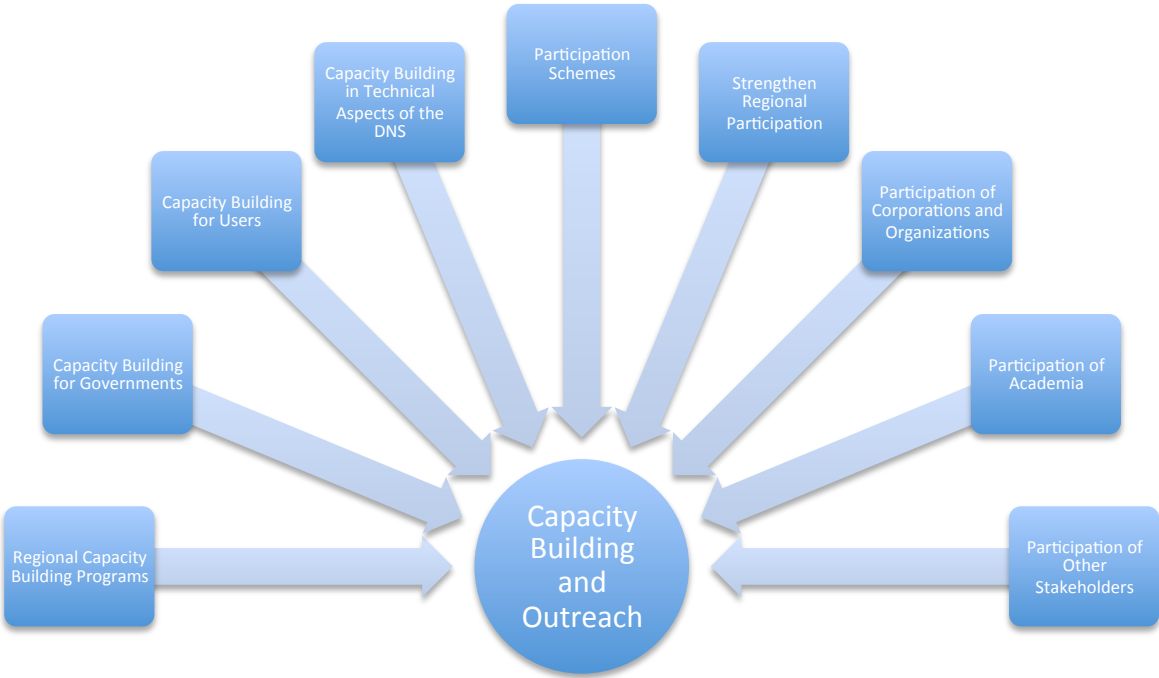
### Indicators

- *Percentage of organizations that received funds with updated and available information*

# KAI 1 POLITICAL ISSUES

## STRATEGIC OBJECTIVE 1.4



# KAI 2 CAPACITY BUILDING & OUTREACH

2.1 To strengthen regional participation to increase relevant and active engagement in ICANN's activities and groups

(2.1.1) To implement a Communications Plan that explains in a simple and clear manner the economic and social benefits of engaging with ICANN

(2.1.2) To create ad-hoc educational and informative materials (online and offline) in the different languages of the region to explain ICANN's Vision and Mission

(2.1.3) To organize regional events and produce outreach materials in those countries with the smaller representation in ICANN

**Indicators**

- Increase in the number of countries and stakeholders in the region that participate at the different AC, SO, WG, RT, Board & NOMCOM

**KAI 2  
CAPACITY  
BUILDING &  
OUTREACH**

***OUTREACH***

**STRATEGIC  
OBJECTIVE**

**2.1**

(...)

(2.1.4) To support existing outreach events related to ICANN, particularly those with a focus in the region

(2.1.5) To create a working group to collaborate with the Manager of Stakeholder Engagement in the Caribbean aimed at achieving a greater engagement of countries and small Islands in the Caribbean in ICANN's structure

(2.1.6) To create awarding programs (Hall of Fame style) to motivate regional leaders in the development of outreach best practices and empowerment of regional members

(2.1.7) To promote high level dialogue among governments in the Caribbean in ICANN related matters

**Indicators**

- *Increase in the number of countries and stakeholders in the region that participate at the different AC, SO, WG, RT, Board & NOMCOM*

## KAI 2 CAPACITY BUILDING & OUTREACH

### *OUTREACH*

## STRATEGIC OBJECTIVE

### 2.1

## 2.2 To promote the participation of corporations and organizations in ICANN's multistakeholder model

(2.2.1) To create an observatory to develop growth indexes of the number of participating business organizations

(2.2.2) To create a program aimed at raising awareness amongst regional economic stakeholders regarding the impact of ICANN's policies in their businesses

### Indicators

- *Number of corporations and organizations from the region participating at ICANN meetings.*
- *Number of corporations and organizations from the region participating in the different AC, SO, WG, RT, Board and NOMCOM.*

# KAI 2 CAPACITY BUILDING & OUTREACH

## *OUTREACH*

# STRATEGIC OBJECTIVE 2.2

## 2.3 To promote the participation of regional Academia representatives in ICANN

(2.3.1) To establish a program for the inclusion of the academic community from Latin America and the Caribbean in ICANN's ecosystem

(2.3.2) To establish programs for the promotion of ICANN within academic activities of universities in Latin America and the Caribbean

(2.3.3) To create a mechanism that allows to keep an inventory of stakeholders from the region involved in academic and capacity building activities with focus in ICANN and Internet Governance, in order to benefit from their experience and include them to actively participate in outreach and capacity building activities in the region

### Indicators

- *Number of Academia representatives from the region participating in the different AC, SO, WG, RT, Board and NOMCOM.*

# KAI 2 CAPACITY BUILDING & OUTREACH

## *OUTREACH*

# STRATEGIC OBJECTIVE 2.3

## 2.4 To deepen and support the diffusion of participation schemes in regional and global events

(2.4.1) To create a dedicated web page for the LAC region within ICANN community to centralize all information from the region

(2.4.2) To develop webinars to inform members from the region about the different available tools for remote participation in ICANN's related activities

(2.4.3) To create a Regional Remote Participation Center to assist participants during ICANN related events

### Indicators

- *Number of participants at alternative spaces to face to face meetings .*

# KAI 2 CAPACITY BUILDING & OUTREACH

## *OUTREACH*

# STRATEGIC OBJECTIVE 2.4



## 2.5 To develop new and support existing capacity building programs in the region

(2.5.1) To build an inventory of existing capacity building initiatives related to ICANN identifying those with a regional focus

(2.5.2) Following the results in 2.5.1 create or strengthen capacity building programs focusing on the needs and in the different stakeholders in the region

(2.5.3) To create an Ambassadors Program to promote ICANN global values

### Indicators

- *Number of trained people through these programs.*
- *Number of supported existing programs.*
- *Number of new capacity building programs.*

# KAI 2 CAPACITY BUILDING & OUTREACH

## *CAPACITY BUILDING*

# STRATEGIC OBJECTIVE 2.5

2.6 To promote capacity building in technical aspects of the DNS to ensure an adequate level of stability, security and resiliency

(2.6.1) To articulate and deepen the organization of stability, security and resiliency of the DNS capacity building workshops in coordination with ccTLDs, LACTLD and LACNIC

(2.6.2) To create an observatory dedicated to monitor DNS security and stability incidents in the region

**Indicators**

- *Number of incidents of security and stability of the DNS through reports of ccTLDs, LACTLD and LACNIC*
- *Number of people trained in subjects of security and stability of the DNS.*

## KAI 2 CAPACITY BUILDING & OUTREACH

### *CAPACITY BUILDING*

## STRATEGIC OBJECTIVE 2.6

## 2.7 To train final users for a better understanding of ICANN related Internet ecosystem aspects

(2.7.1) To create surveys, contests and rewards to Internet users from the region to determine the level of knowledge of ICANN related matters

(2.7.2) To organize webinars designed for different knowledge levels of ICANN related matters

(2.7.3) To coordinate with LACRALO in the development of current capacity building programs

### Indicators

- *Number of trained users in the region*

# KAI 2 CAPACITY BUILDING & OUTREACH

## *CAPACITY BUILDING*

## STRATEGIC OBJECTIVE

# 2.7

## 2.8 To strengthen capacity building for governments in the region in ICANN related matters

(2.8.1) To use quotas of existing capacity building programs to contribute in training and induction of new government representatives in ICANN

(2.8.2) To include in current capacity building programs in the region specific activities and content focusing on training for governments within ICANN and its ecosystem

### Indicators

- *Number of trained government officials in the region*

# KAI 2 CAPACITY BUILDING & OUTREACH

## *CAPACITY BUILDING*

## STRATEGIC OBJECTIVE

# 2.8

## 2.9 To promote participation of other stakeholders in the region

(2.9.1) To create an inventory of relevant new stakeholders in the region (who is who). IXPs, Online Service Providers, Telecom operators, etc.

(2.9.2) To implement an outreach Road Show program to reach out to new stakeholders in the region

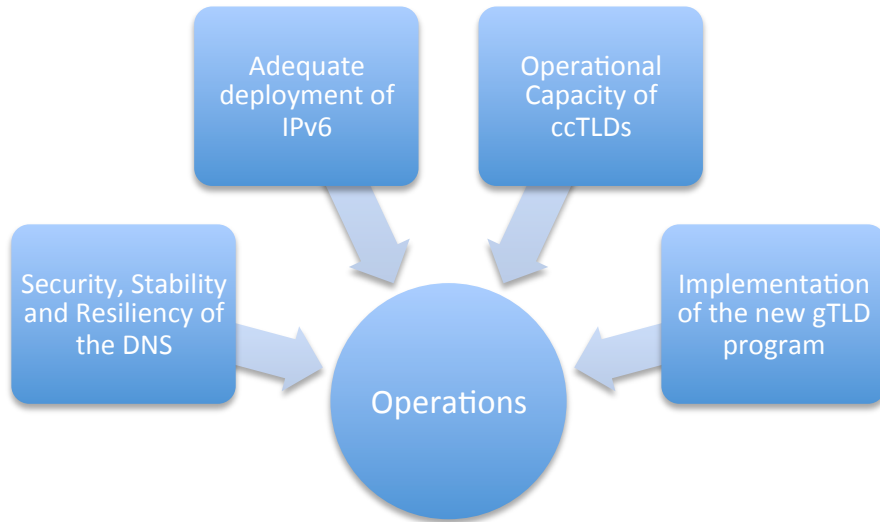
### Indicators

- *Number of new stakeholders participating at ICANN*
- *The creation within ICANN of a specific space for active participation of this new segment of stakeholders*

# KAI 2 CAPACITY BUILDING & OUTREACH

## *CAPACITY BUILDING*

# STRATEGIC OBJECTIVE 2.9



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## KAI 3 OPERATIONS

## 3.1 To join efforts for an adequate deployment of IPv6 in the region

(3.1.1) To design a capacity building program based on e-learning platforms with focus on ISPs in all of the region's languages (IADB Funding suggested)

(3.1.2) To create an online DNS Observatory for the region

(3.1.3) To raise awareness to ISPs in the region of the potential problems they may face in the transition by means of the *Road Show* outreach project

### Indicators

- *Percentage of IPV6 traffic (of the total traffic)*

# KAI 3 OPERATIONS

## STRATEGIC OBJECTIVE 3.1

## 3.2 To strengthen the operational capacity of ccTLDs

(3.2.1) To assist LACTLD to conduct a survey to ccTLDs in the region to assess their capacity building needs

(3.2.2) To include in the capacity building e-learning platform a syllabus to support ccTLDs (IADB or other sources of funding suggested)

### Indicators

- *Increase in the number of registrants*
- *Increase (improvements) in security measures*
- *Increase in resiliencies*

# KAI 3 OPERATIONS

## STRATEGIC OBJECTIVE 3.2



3.3 To achieve ICANN's regional community active participation to identify incentives and establish the required connections amongst relevant stakeholders to ensure an adequate implementation of the new gTLD program

(3.3.1) To incorporate the subject of new gTLD program awareness and impact in the Capacity building Roadshow

(3.3.2) To coordinate face to face meetings to relevant stakeholders (IADB funding suggested)

**Indicators**

- *Number of events, workshops and webinars*

## KAI 3 OPERATIONS

## STRATEGIC OBJECTIVE 3.3

## 3.4 To promote security, stability and resiliency of the DNS

(3.4.1) To include in the Capacity Building Road Show the promotion of SSR of the DNS

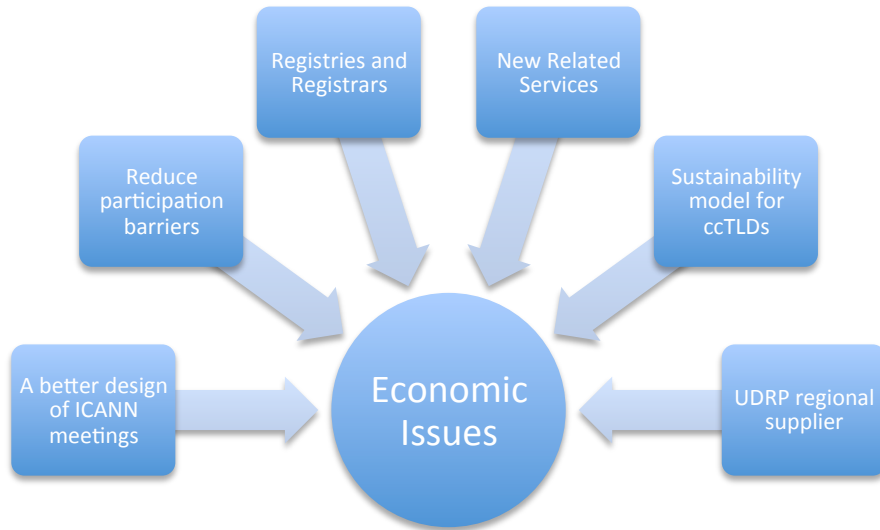
(3.4.2) To support regional organizations activities related to SSR. (IADB funding suggested)

### Indicators

- *Number of copies of root servers in the region*
- *Number of regional technical workshops in security, stability and resiliency coordinated by two or more organizations*

# KAI 3 OPERATIONS

# STRATEGIC OBJECTIVE 3.4



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## KAI 4 ECONOMIC ISSUES

## 4.1 To reduce participation barriers for regional economic stakeholders

(4.1.1) To promote online participation tools for economic stakeholders in the region through newsletters, mailing lists and other relevant and efficient means

(4.1.2) To seek a funding mechanism to assist regional stakeholders with low or null participation in ICANN related meetings

(4.1.3) To support (travel assistance, materials, speakers) those regional stakeholders that could represent groups before ICANN

(4.1.4) To create clear and understandable outreach content and materials in the region's languages targeted to economic stakeholders from the region, particularly entrepreneurs and SMEs

(4.1.5) To publish adequate and timely documents (strategic docs and news releases) in the region's languages

### Indicators

- *Number of sessions with Spanish-English interpretation*
- *Number of documents (strategic and news releases) in the region's languages published timely*
- *Number of remote participants*
- *Number of fellowships granted to regional stakeholders*
- *Number of Registries and Registrars from the Region in ICANN*

# KAI 4 ECONOMIC ISSUES

# STRATEGIC OBJECTIVE 4.1

(...)

(4.1.6) To raise awareness amongst leaders of the business sector regarding ICANN's relevance and impact in their business

(4.1.7) To support/fund sector related workshops particularly in those events which usually congregate economic stakeholders from the region

(4.1.8) To provide support for the production of surveys to the sector leadership

(4.1.9) To collaborate in the dissemination of metrics and statistics of the private sector with Internet presence in the region between ICANN leaders in the region and other regions

## **KAI 4 ECONOMIC ISSUES**

### **STRATEGIC OBJECTIVE 4.1**

## 4.2 To promote a greater relevance for economic stakeholders from the region through the design of ICANN meetings

(4.2.1) To create a LAC-Space in the main working groups in ICANN meetings in order for regional economic stakeholders to make specific presentations of business related topics related to the region

(4.2.2) To create a permanent LAC-Space for and about the business community in LAC as a gathering point for economic stakeholders and also as a reference to meet other stakeholders that are not from the region

(4.2.3) To prioritize regional over global issues at ICANN meetings in the region, trying to address firstly subjects that promote the development of economic stakeholders

### Indicators

- *Number of contracted parties*
- *Percentage of Latin Americans and Caribbean's (of the total registration in ICANN meetings)*
- *Number of economic stakeholders from the region participating at AC, SO, WG, RT, Board and NOMCOM*

# KAI 4 ECONOMIC ISSUES

# STRATEGIC OBJECTIVE 4.2

## 4.3 To promote the accreditation of Registrars and Back-End Registries in the region.

(4.3.1) To create a liaison area/office endowed with the ability of producing, processing and distributing information regarding DNS industry market, new gTLDs, regional market and consumer trends to promote the creation of these companies in the region.

(4.3.2) To seek for a joint participation between ICANN and the above mentioned liaison unit in the various events regarding the domain name industry, electronic commerce, technology entrepreneurs, universities' fairs, etc.

(4.3.3) To create an accreditation fast-track program where financial requirements (insurance, guarantees, securities and quarterly rents) are reduced to applicants from the region.

### Indicators

- *Number of registered domains before accredited registrars in the region*
- *Number of registered domains before Back-End services registries in the region.*
- *Number of accredited registrars in the region*
- *Number of Back-End Registries in the region*

# KAI 4 ECONOMIC ISSUES

# STRATEGIC OBJECTIVE 4.3

(...)

(4.3.4) To promote discounts on the rates charged to those registrars who open a regional office in the region with at least 3 employees FTE.

(4.3.5) To generate clear and understandable materials in the languages of the region to business (particularly entrepreneurs and SMEs) with a focus on new gTLDs and on how to benefit from innovation and opportunity this new scheme will bring.

(4.3.6) To organize workshops to business (particularly entrepreneurs and SMEs) with a focus on new gTLDs and on how to benefit from innovation and opportunity this new scheme will bring.

## KAI 4 ECONOMIC ISSUES

## STRATEGIC OBJECTIVE 4.3



## 4.4 To allow the emergence of new related services in companies in the region

(4.4.1) To generate a specific regional seed fund for projects of regional stakeholders for the creation of new related services

(4.4.2) To create fellowships to train entrepreneurs

(4.4.3) To create synergies between suppliers of related services from outside the region and registries and registrars interested in horizontal integration

### Indicators

- *Domain Names penetration per country (ccTLDs plus gTLDs)*

# KAI 4 ECONOMIC ISSUES

# STRATEGIC OBJECTIVE 4.4

4.5 To create a regional dispute resolution provider (UDRP) based in the region and responsive to the region's needs

(4.5.1) To create a task force to conduct a state of the art study regarding domain name dispute resolution in the region (ccTLD and gTLD)

(4.5.2) To generate content and material in this subject to raise awareness among regional users

(4.5.3) To support training to professionals to become panelists or legal representatives before complainants and respondents

**Indicators**

- *Number of domains under the resolved disputes by this (ese) provider(s)*

**KAI 4  
ECONOMIC  
ISSUES**

**STRATEGIC  
OBJECTIVE  
4.5**

(...)

(4.5.4) To create a framework to define best practices standards to be implemented by ccTLDs in the region

(4.5.5) To identify potential organizations to establish a regional UDRP

(4.5.6) To provide technical and financial support for the creation of regional providers

## KAI 4 ECONOMIC ISSUES

## STRATEGIC OBJECTIVE 4.5

## 4.6 To support ccTLDs in the development of self-sustaining models and in the sale of domain names

(4.6.1) To support a study to develop a business vision of the registry according to each of the ccTLDs needs.

(4.6.2) To support (funding and speakers) training initiatives related to domain names' commercial aspects, such as LACTLD workshops and other relevant events.

(4.6.3) To fund internships of ccTLDs staff to learn best practices from other ccTLDs

(4.6.4) To observe and support the agenda of the regional organization as established and decided by its membership

(4.6.5) To promote best practices standards in ccTLDs

### Indicators

- *Number of supported ccTLDs*
- *Number of self-financed participants from ccTLD at LACTLD and ICANN workshops*
- *Increase in voluntary fees by ccTLDs from the region in ICANN's budget*

# KAI 4 ECONOMIC ISSUES

# STRATEGIC OBJECTIVE 4.6

	DNS Security and Stability	Core Operations including IANA	Competition, Consumer Trust and Consumer Choice	Healthy Internet Ecosystem
KAI 1 Political Issues	Resources to guarantee SSR of ccTLDs (1.3)	Accountability of organizations receiving ICANN funding (1.5)	Recognition of the DNS industry (1.4)	Engagement with Regional Organizations (1.1)  Regional Interest groups in support of the Multistakeholder model (1.2)
KAI 2 Capacity Building and Outreach	Capacity building in technical Aspects of the DNS (2.6)		Capacity building for final users (2.7)	Strengthen Regional Participation (2.1) Corporations and Organizations in ICANN MSHM (2.2) Participation of Academia (2.3) Dissemination of participation schemes (2.4) Capacity Building Programs (2.5) Capacity Building for Governments (2.8) Participation of NEW Stakeholders (2.9)
KAI 3 Operations	Adequate deployment of IPv6 (3.1) Operational capacity of ccTLDs (3.2) Promote SSR of the DNS (3.4)		Adequate implementation of the new gTLD program (3.3)	
KAI 4 Economic Issues			Reduce participation barriers (4.1) Accreditation of Registrars and Back-End Registries (4.3) Emergence of new related services (4.4) A regional Dispute Resolution Provider (4.5) Support ccTLDs self sustaining models (4.6)	A better design of ICANN meetings (4.2)