

# ICANN's AFRICA Strategy Document

Presentation  
by  
Africa Strategy Working Group (ASWG)

[www.afrinic.net/en/community/icann-aswg](http://www.afrinic.net/en/community/icann-aswg)

October 2012

# Outline

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# Introduction

# ICANN's New Approach to Africa

In August 2012, ICANN announced a new approach to Africa

(see <http://www.icann.org/en/news/announcements/announcement-10aug12-en.htm>.)

# The New approach

- Develop a framework for ICANN's Africa strategy and announce initial plan in October
- Support stronger presence for ICANN in Africa
- To increase Africa's participation in ICANN

# Background and Terms of Reference (ToR)

# Background and TORs

Africa is one of the five regions of ICANN and Africans have been active members of constituencies in ICANN since 1998. Africa is an emerging Internet economy and Africa has the fastest growing networks but its participation in ICANN is not commensurate where the few number of African Registries and new gTLD applications is the popular example.

The ministerial meeting held alongside the ICANN Dakar meeting in October 2011 issued a communique that called on ICANN to increase its presence in Africa and to be more relevant to needs of the region.

Towards the conclusion of the tenure of the outgoing CEO of ICANN there were new hires of Vice Presidents for some regions. A group of concerned Africans in a public communication to ICANN suggested that hiring of senior staff for Africa would be better guided by a strategic plan for Africa

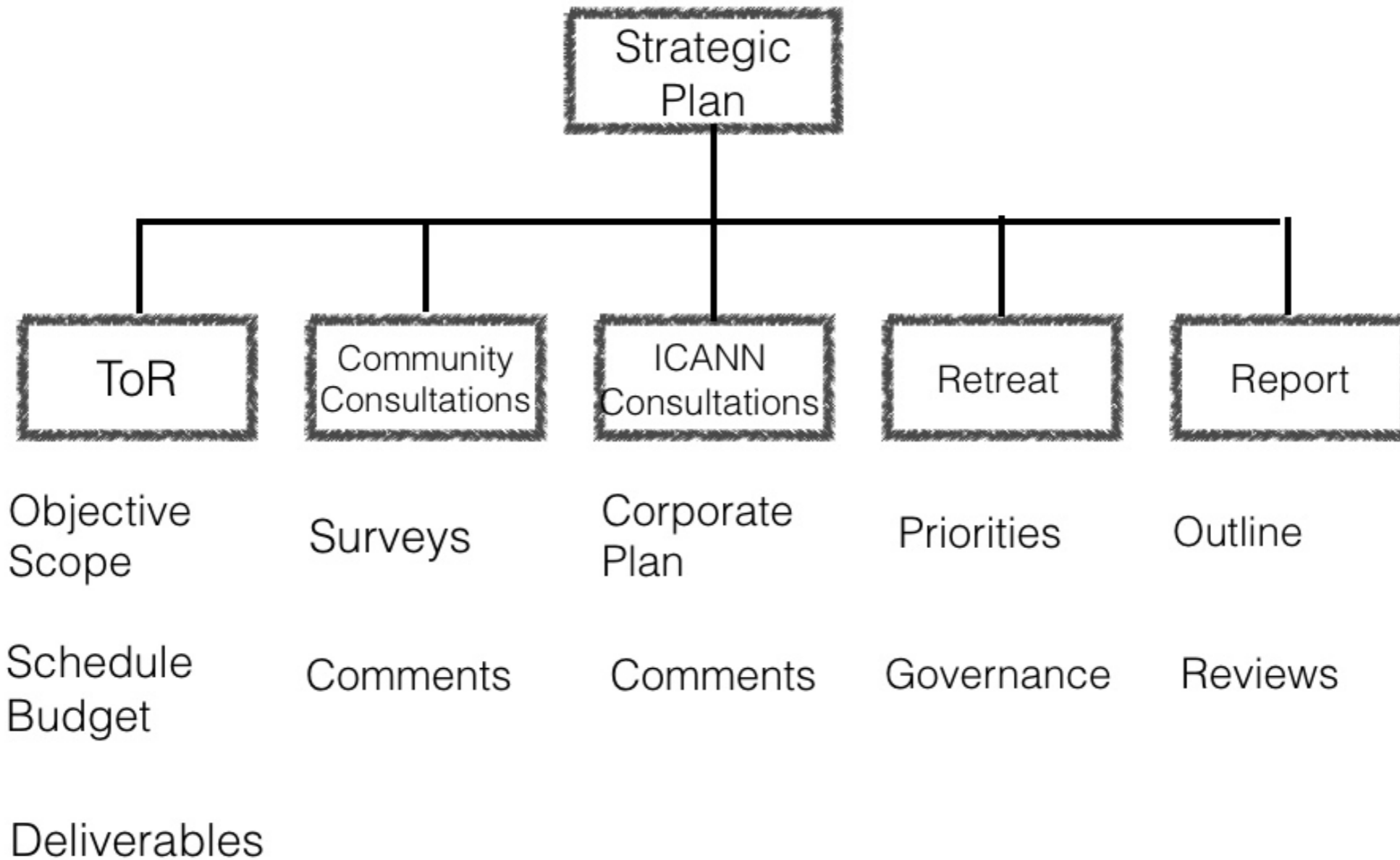
At the recently held ICANN meeting in Prague, the incoming CEO requested the African group of participants to assist in developing a 3 year strategic plan with clear goals for Africa. The group decided to form a working group instead to lead a community process to develop the strategic plan

# Terms of Reference

## Africa Strategy Working Group

- Develop a strategic plan for ICANN's activities in Africa addressing the needs for presence in Africa, African participation and representation in ICANN
- Determine how best to reach out to governments, private sector, civil society, academia and others from Africa for increased participation of Africans in ICANN. Governments have a significant influence in Internet development in Africa
- Identify education and technology needs of the region that ICANN may be able to assist with
- Formulate an ICANN regionalization program to Africa and why, when and how to accomplish it
- Develop a clear 3 year strategy and a concrete plan for the first 12 months – with clearly stated objectives, timelines, roles/responsibilities, governance, and metrics by which we can measure success
- Present plan in Toronto





## Work breakdown

# Deliverables

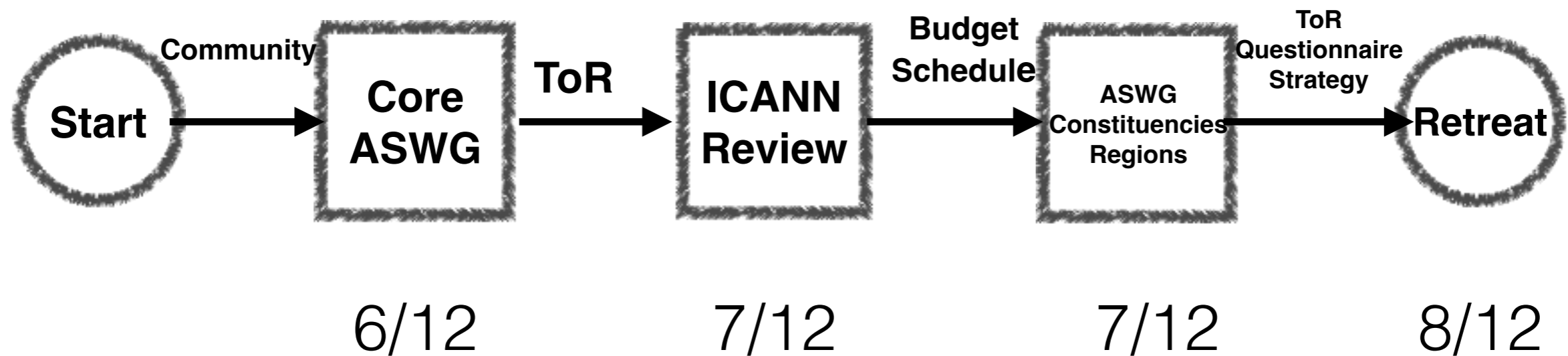
- The process of the strategy working group to engage the community is an important result by itself
- A three year strategic plan
- Action plan for first 12 months
- Success factors to evaluate the implementation of strategy

# Methodology and Process

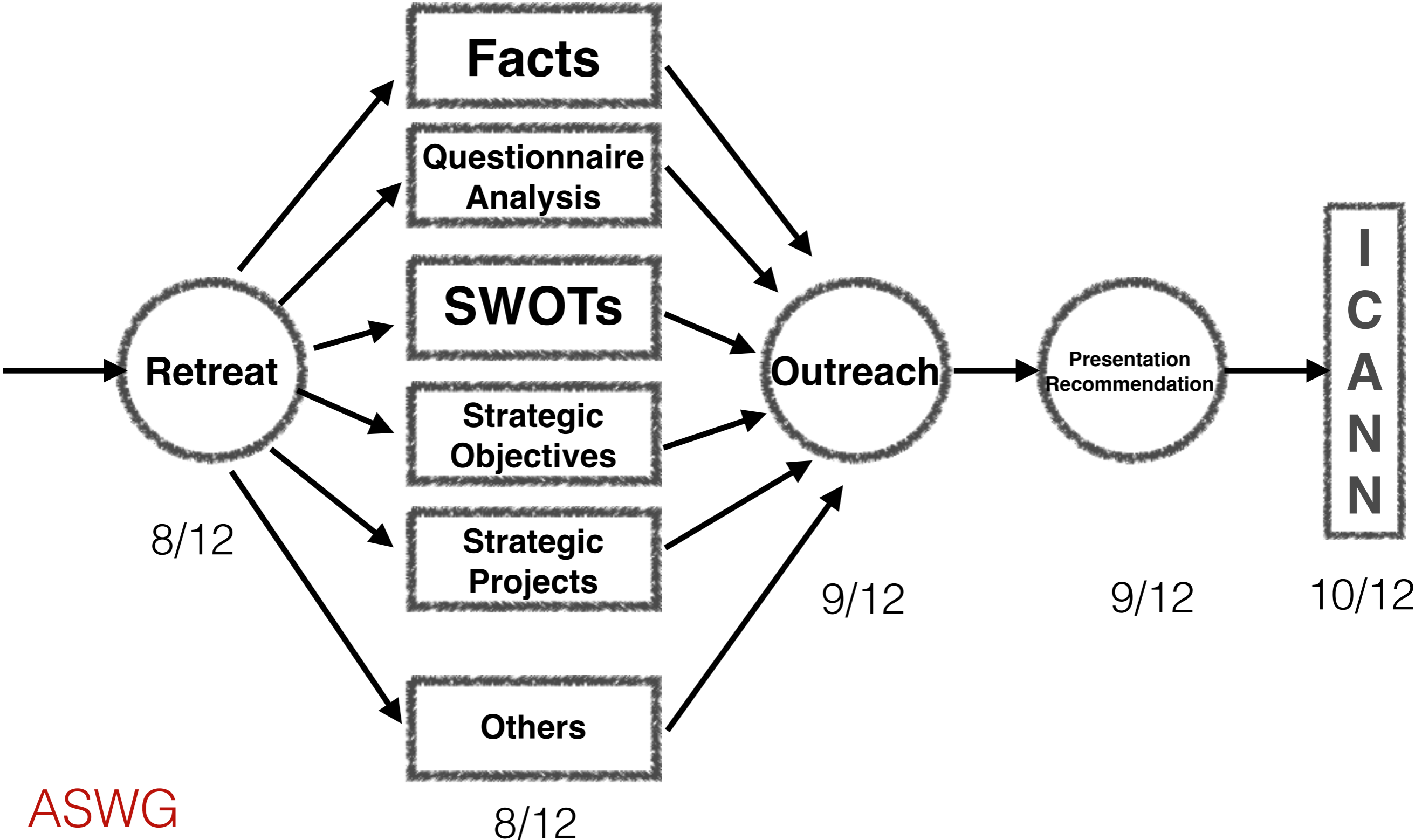
# Methodology of The ASWG

- Group Formation and constituency representation
- Literature review on African Internet, ICANN
- Monthly Teleconferencing with ICANN
- The ASWG retreat in Mauritius
- Public Consultation and Outreach

# Phase I Process: Developing the Strategy



# Phase II Process: Validating the Strategy



ASWG

# Public Consultation and Outreach

# Public Input

- At the start a questionnaire survey was administered to the African community
- Community input sought to identify African needs, ICANN benefits, African perspective on SWOT on ICANN and views on implementing ICANN presence
- The input influenced the SWOT on ICANN and contributed to the recommended strategic objectives



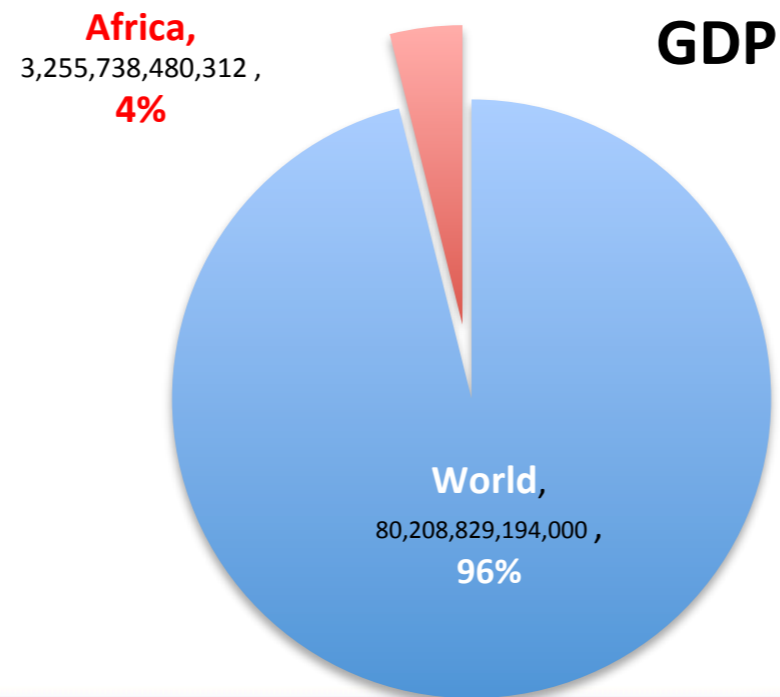
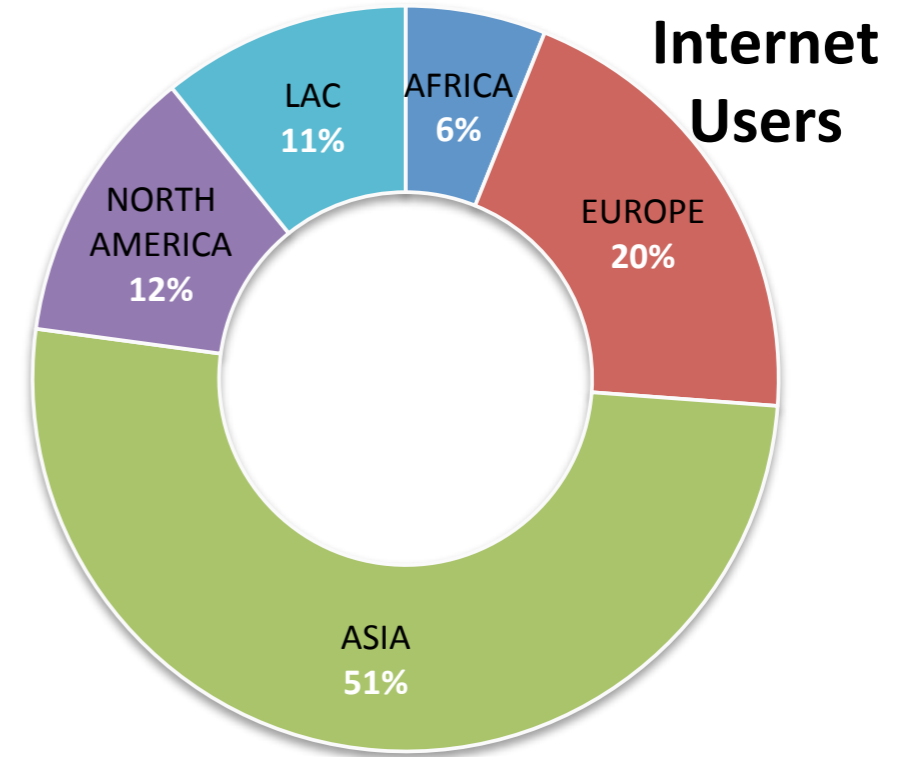
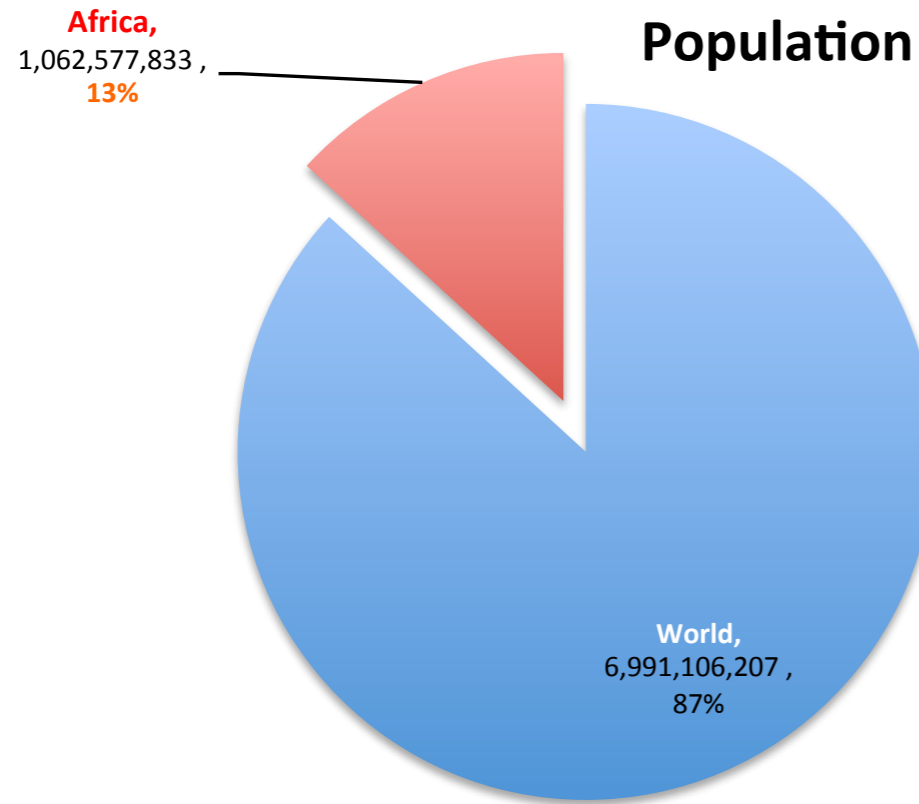
# Outreach

- ASWG was expanded to include Regions, Constituencies and Liaisons to SOs
- Output of the Retreat was made public and the community invited to comment on the results
- The comments have influenced the recommendation being made to ICANN

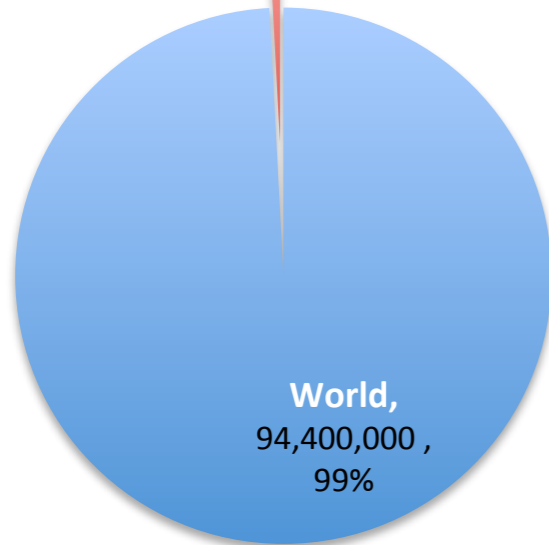
# Facts - Africa by Numbers

- **ASO**
  - AFRINIC
  - 3 elected Members in the ASO-AC
- **ccNSO**
  - AFTLD
  - 24 Afcc Member
- **gNSO**
  - 4 Registrars
- **GAC**
  - ~34 formal Members
- **@LARGE**
  - AFRALO
- **SSAC**
  - 1 member
- **RSAC**
  - 0 member
- **Operations**
  - 2 Staff
  - 1 (2) Board member

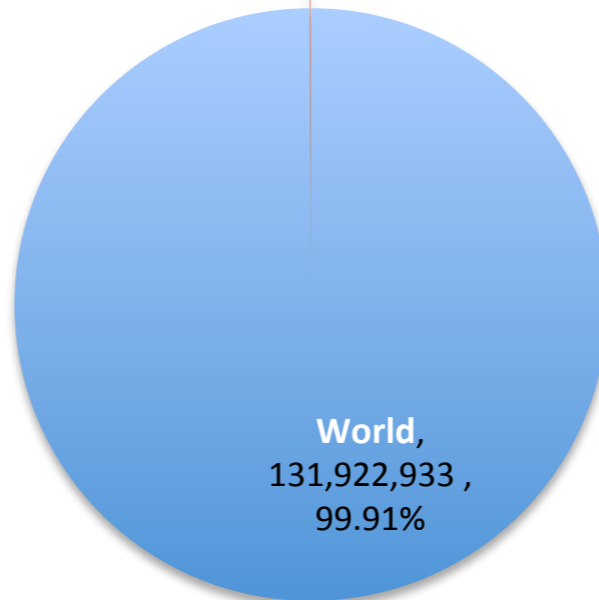
- One of the richest and promising Region
  - 54 economies
  - 10 of the fastest growing economies are in Africa
  - More than 1 Billion inhabitants
- Internet users growth more than 1000% over the past 4 years.
- ICT contribution GDP in the region growing rapidly



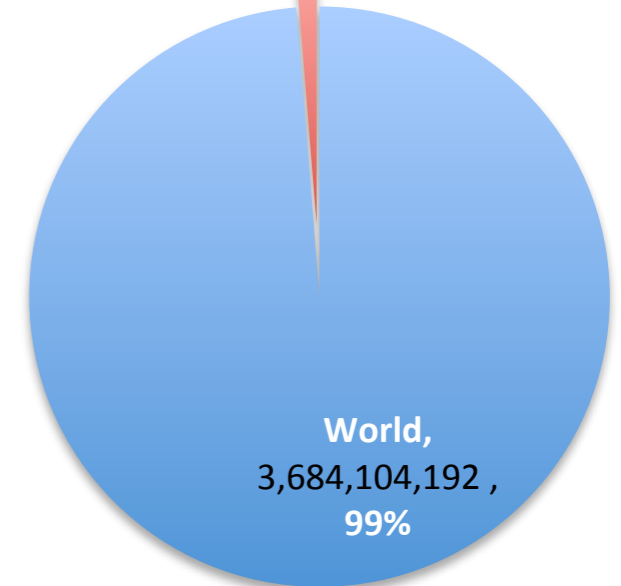
**Africa,**  
797,952 , **1%** | **ccTLD**



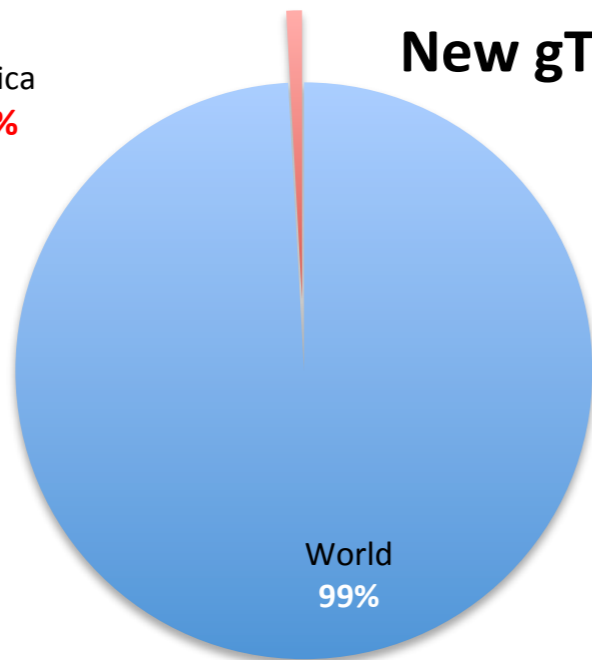
**Africa,**  
122,144 , **0.09%** | **gTLD**



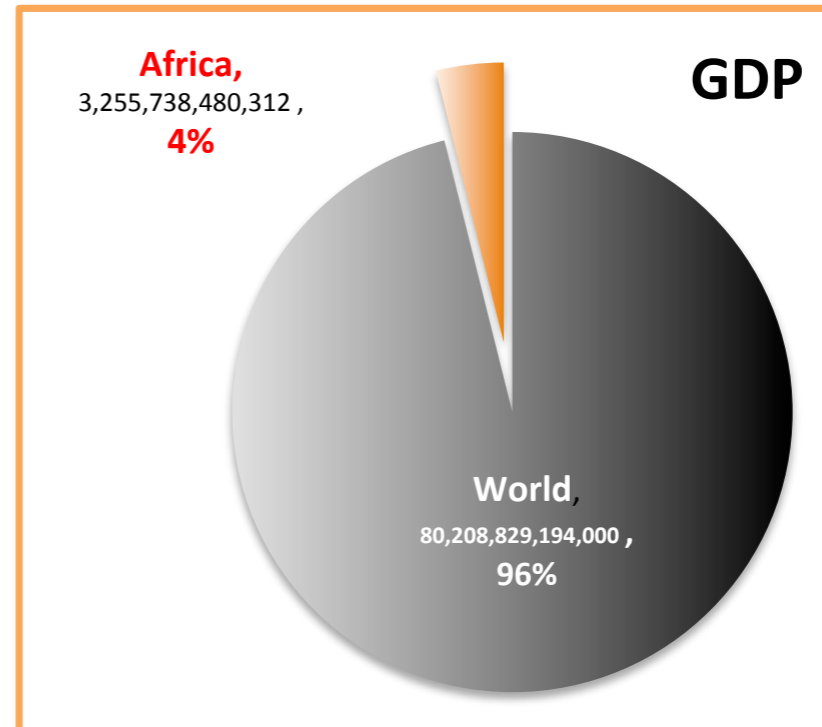
**Africa,**  
47,522,304 , **1%** | **IPv4**

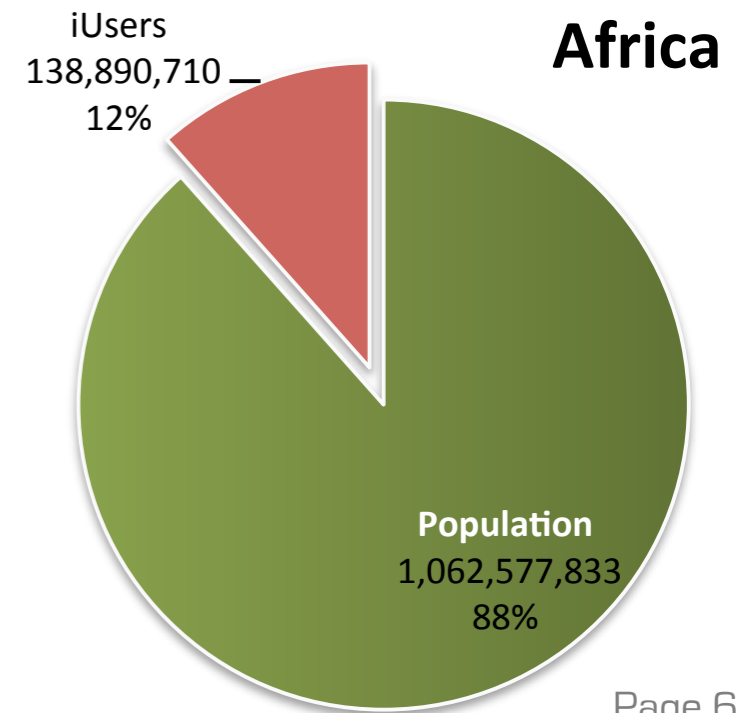
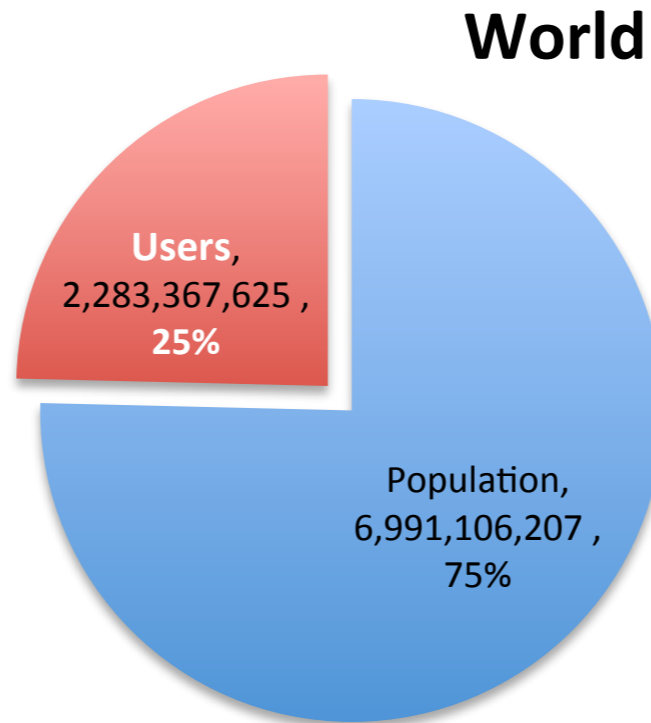
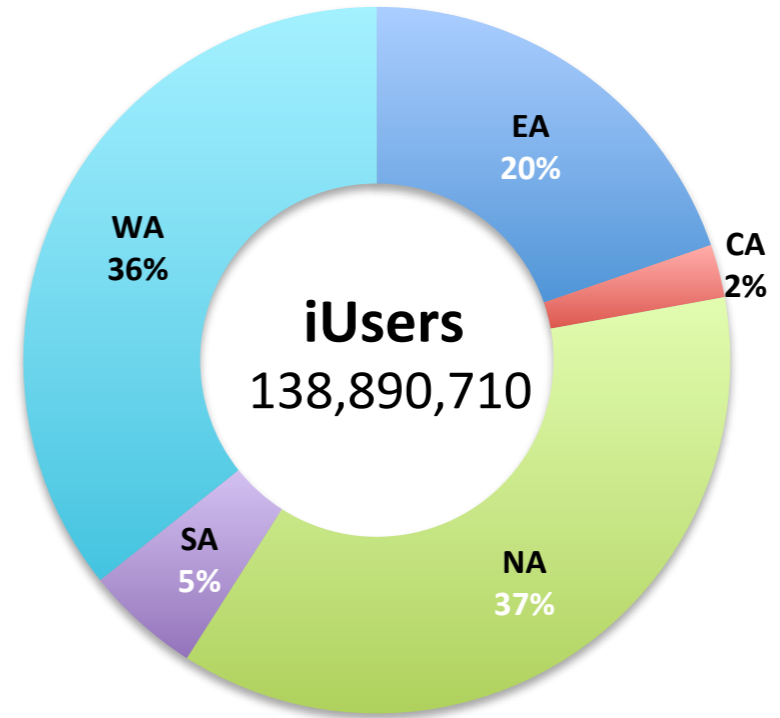
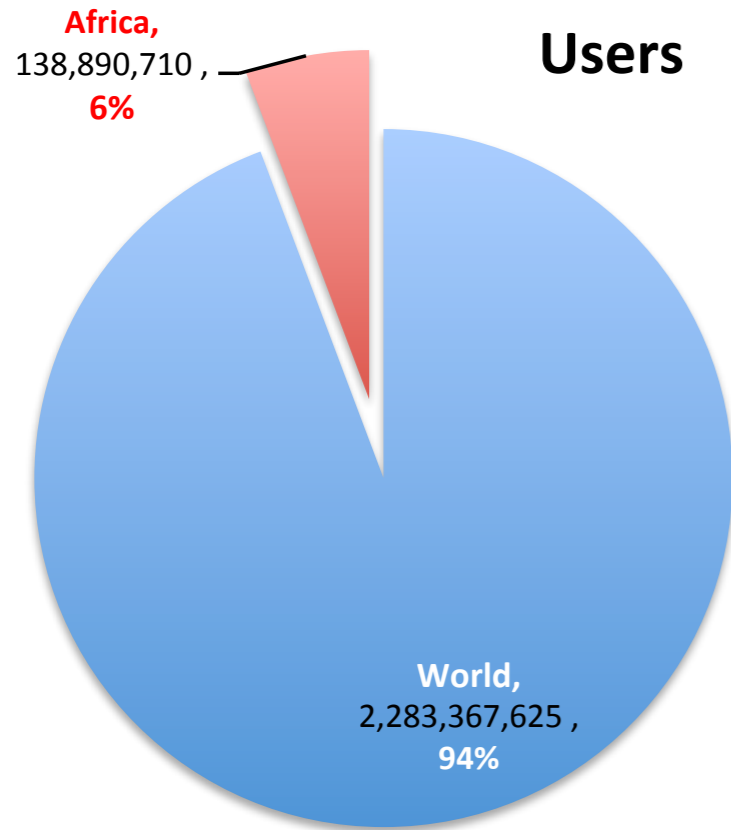


**Africa**  
**1%** | **New gTLDs**



**Africa,**  
3,255,738,480,312 , **4%** | **GDP**



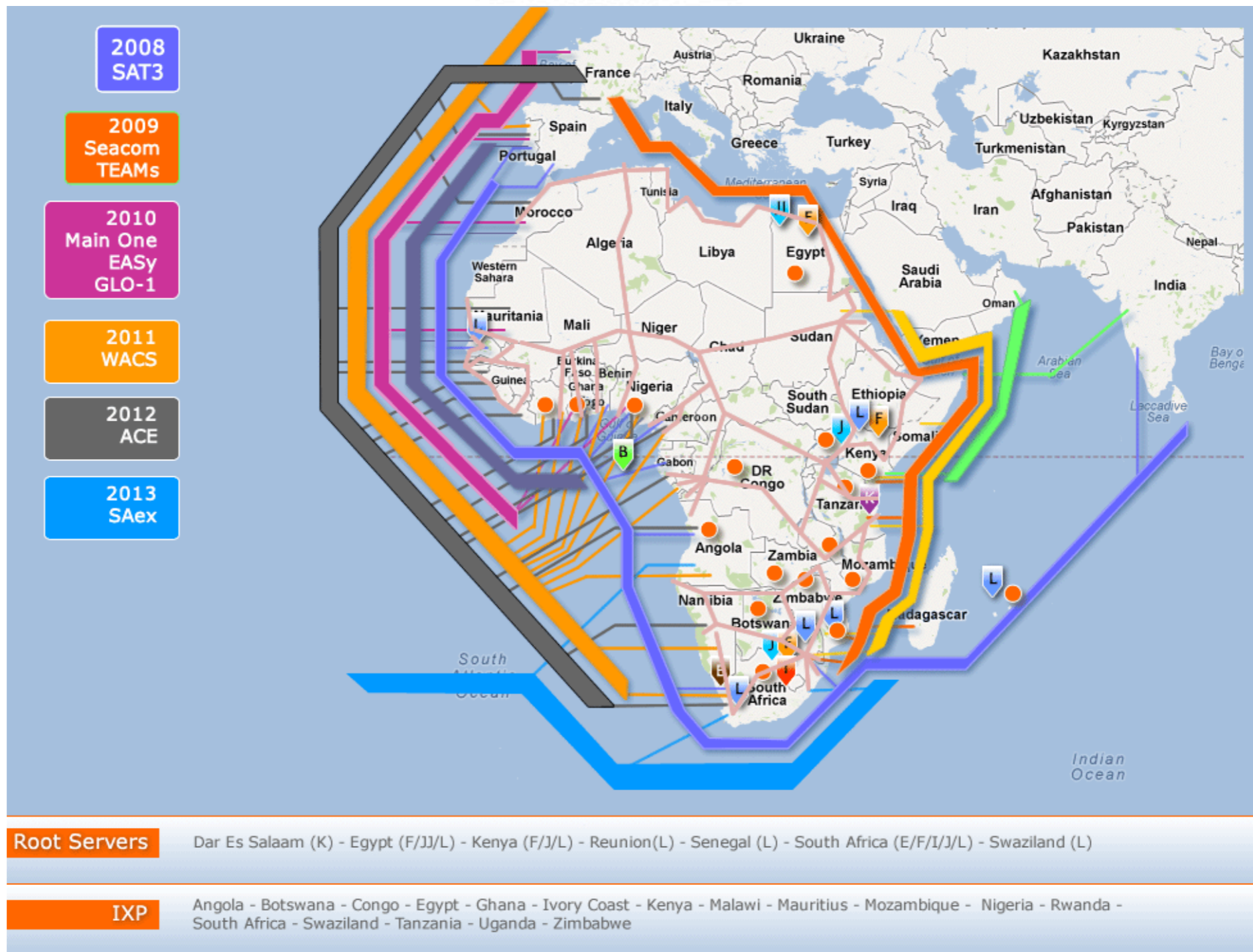


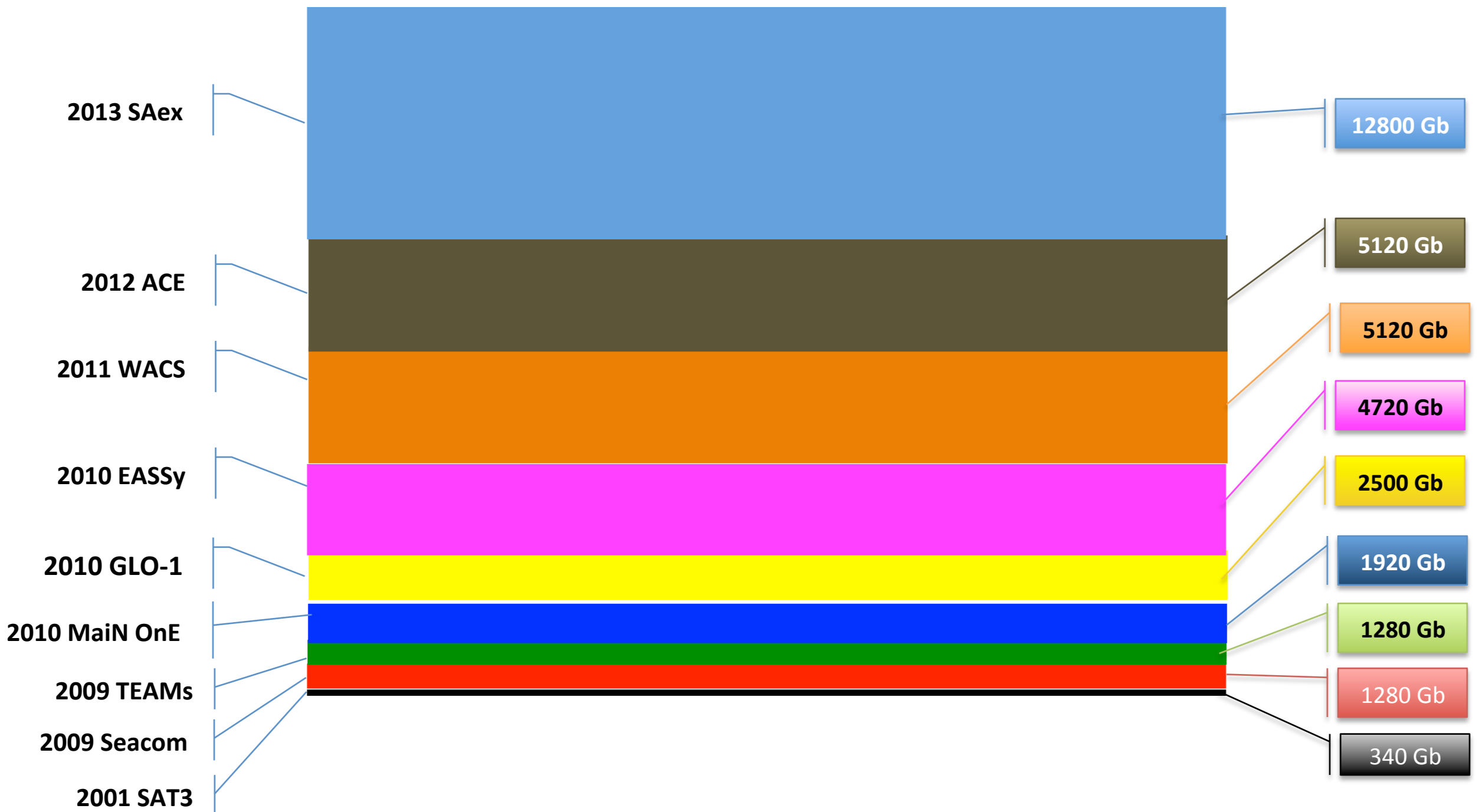


# Cable in Africa (2001)



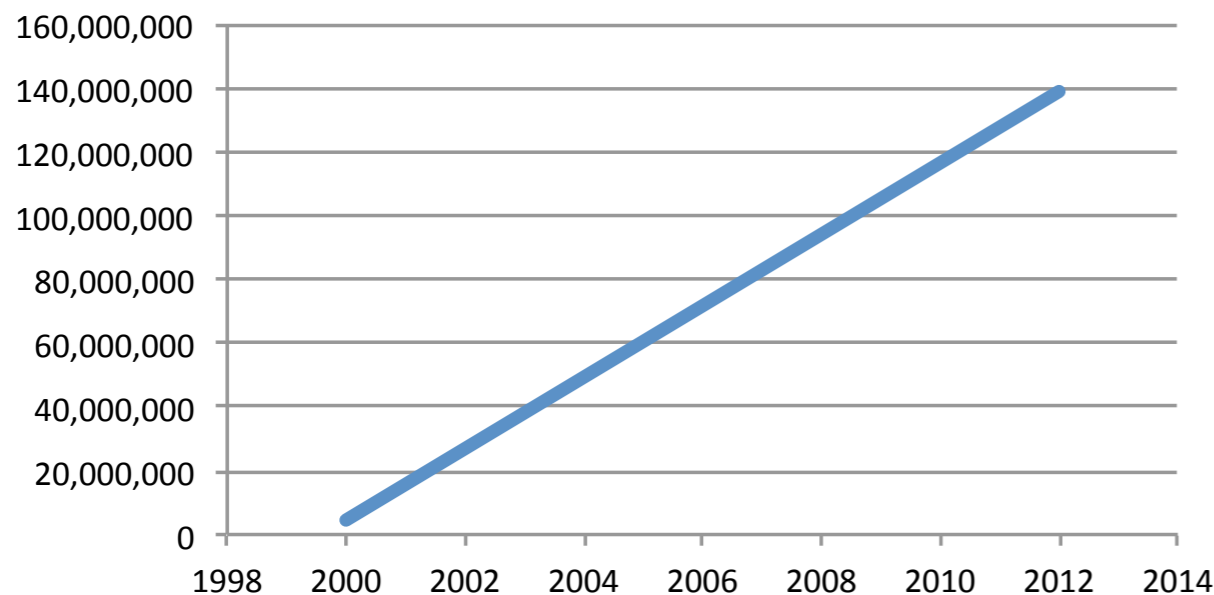




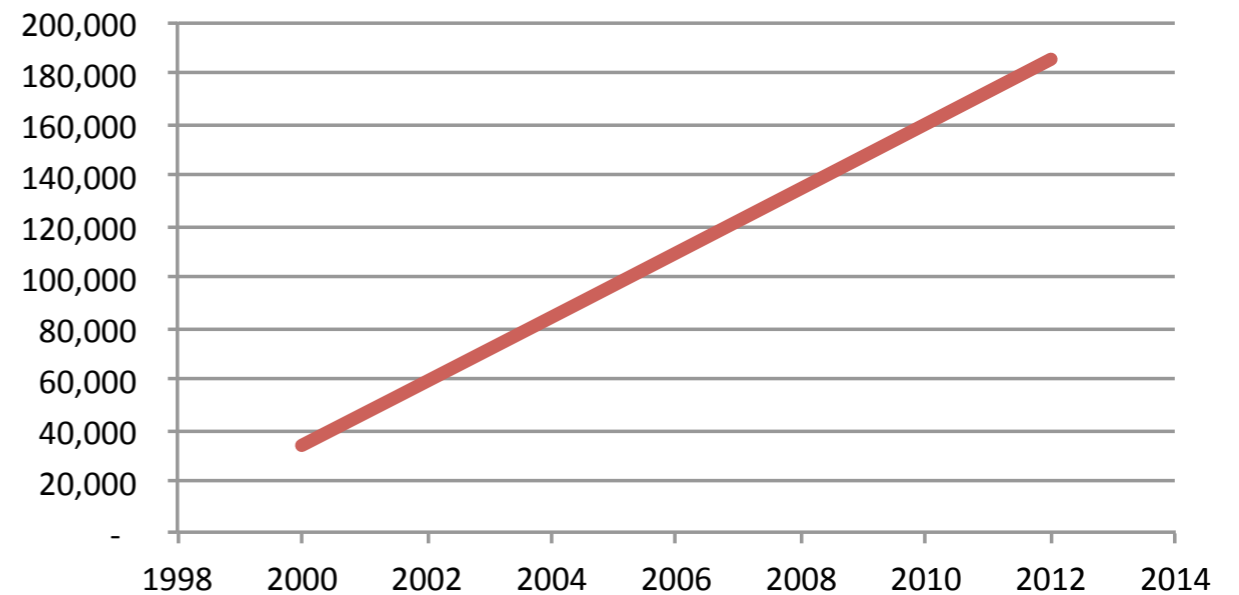


- The African connectivity landmark has fundamentally changed over the past 10 years
  - ~3000% users growth
  - ~500% IPv4 Address distributes
  - [50, 100, 200]% {g,cc}TLD Registration Growth

### Internet Users



### IP Address



- How can ICANN adjust its Strategy in order to match it up with the changing environment in Africa?
  - What is the particularity of Africa Region
  - Key areas/challenges to focus on.
    - How
    - With whom?
    - When?

# Strategic Objectives and Projects



# Strategic Objectives - I

DNS stability and security	Competition, consumer trust and consumer choice	Core operations including IANA	Healthy governance ecosystem
<p>Strengthen ccTLD Development in Africa , Build Capacity in DNS technical operations and provide assistance and support as requested.</p> <p>Enhance regional and international cooperation DNS stakeholders and Promote best practices of DNS operations</p> <p>Promote adoption of DNSSEC</p> <p>Enhance cooperation with CERTs for better handling of DNS related incidents.</p>	<p>Support and facilitate competition in Domain Name business.</p> <p>Strengthen ccTLDs in Africa</p> <p>Build business environment that favor customer trust and choice (Technology solution, Legal and regulation Framework).</p> <p>Encourage resiliency of local DNS infrastructure (IXP, Copy of Root, Anycast DNS)</p> <p>Deploy more root servers in Africa</p> <p>Promote new gTLD registries, registrars</p>	<p>Regionalization of IANA operations in Africa.</p> <p>Regionalization of other CORE ICANN operations in Africa.</p> <p>Effective communication / Outreach on ICANN operations including IANA</p> <p>Promote Anycast Root-servers deployment in Africa</p>	<p>Promote the multi-stakeholder model and platform in Africa at the government, civil society and private sector levels to enrich participation in ICANN constituencies.</p> <p>Support capacity building and development of Internet governance in Africa</p> <p>Support policy development process to create conducive environment for the internet economy in Africa</p> <p>Ensure internationalization of ICANN using outreach program.</p> <p>Ensure physical presence in Africa to conduct outreach to help reflect ICANN's global image</p>

# Strategic Objectives -2

<p><b>DNS stability and security</b></p>	<p><b>Competition, consumer trust and consumer choice</b></p>	<p><b>Core operations including IANA</b></p>	<p><b>Healthy governance ecosystem</b></p>
	<p>Introduce gTLDs in African languages and IDNs</p> <p>Build African entrepreneurship programmes in the DNS area</p> <p>Promote research and development to foster innovation in Internet related technologies and businesses</p> <p>Promote strategic partnerships between global and local entrepreneurs in the DNS industry</p>		<p>Expand a Multi-Stakeholder platform to increase participation and engagement in collaboration with I* organizations and ICANN constituencies</p> <p>Encourage Industry development by setting up an Internet foundation for DNS industry in developing countries (Africa)</p> <p>Ensure ongoing commitment of ICANN and constituencies to act in Africa's public interest.</p> <p>Promote globalization of ICANN and its operations through a phased internationalization of IANA functions.</p>

# Strategic Projects - I

DNS stability and security	Competition, consumer trust and consumer choice	Core operations including IANA	Healthy governance ecosystem
<p>Increase domain name penetration in Africa</p> <p>African ccTLD Operations and Support Training.</p> <p>Business Best Practices and Marketing Support for AfTLD, ccTLDs and Registrars</p> <p>Consumer/Community Capacity Building</p> <p>Develop and Improve African Security Expertise</p> <p>Promote and Support Cooperation between African CERTs and DNS Operators</p> <p>Promote DNSSEC</p>	<p>Develop WHOIS program for DNS in Africa</p> <p>Support Anycast workshops</p> <p>Conduct registry, registrar business development model workshops</p> <p>a support programme for accreditation of registrars</p> <p>Create a foundation to support development of African registrars</p> <p>ccTLD business Model workshops</p> <p>Commit and conduct a study on business feasibility of growing DNS industry in Africa</p> <p>An observatory to develop new indices for DNS industry growth in Africa</p> <p>Set up an Internet foundation for innovative funding mechanisms for the DNS industry development in developing countries (Africa)</p>	<p>Establish ICANN operations in Africa, including IANA operations.</p> <ul style="list-style-type: none"> <li>-IANA Operations</li> <li>-Registrar liaison functions</li> <li>-Registry liaison functions</li> <li>-Compliance function</li> <li>-Legal Advice and Support</li> <li>-Regional meetings</li> <li>-Institutionalize IDN support</li> </ul> <p>Produce Targeted Documents in appropriate languages regarding ICANN operations</p>	<p>A program for enhancing cooperation with I* organizations and IGFs to promote regional events for multi-stakeholder engagement</p> <p>Participate in African meetings</p> <p>Establish a program for inclusion of African academic community in Internet Governance ecosystem</p> <p>Continued support for African participation at ICANN meetings through the fellowship program</p> <p>Expand AFRALO</p> <p>Support African government participation in ICANN high level meetings</p>



# Strategic Projects - 2

<p><b>DNS stability and security</b></p>	<p><b>Competition, consumer trust and consumer choice</b></p>	<p><b>Core operations including IANA</b></p>	<p><b>Healthy governance ecosystem</b></p>
	<p>Promote African leadership in best practices in DNS industry</p> <p>Set up business development incubators for the DNS business in Africa</p> <p>Research and development programme for Africa for promoting innovation and increased participation in IETF forums.</p> <p>DNS resiliency workshops for African ccTLDs.</p>	<p>Deploy Anycast Instances of L-Root in cooperation with Regional Organizations.</p>	<p>Sub regional Africa ICANN meetings to contribute to global meetings.</p> <p>An ICANN academy to help in capacity building and HR development in Africa</p> <p>An ICANN ambassador program to promote global ICANN values</p> <p>Increase African representation in leadership positions at ICANN management</p> <p>Leadership development program in multi-stakeholder Internet governance.</p> <p>Strengthen African participation in ICANN AoC review teams</p> <p>Identify policy gaps and support policy advocacy processes</p>

# Measurements, Resources and Timeline

# Key Measures - I

DNS stability and security	Competition, consumer trust and consumer choice	Core operations including IANA	Healthy governance ecosystem
<p>Term - Definition - Metric - Target</p> <p>Domain Name Indicators</p> <ul style="list-style-type: none"> <li>-Number of Domain Names Registered</li> <li>-Penetration</li> <li>-Complaints / UDRP</li> <li>-DNS Availability / Failure</li> <li>-Incidents on DNS operations</li> <li>-Domain Name Pricing</li> </ul> <p>Security Indicators</p> <ul style="list-style-type: none"> <li>-DNSSEC Operations signed in Africa.</li> <li>-CERT Operations in Africa</li> <li>-CERT Training Certified People</li> </ul>	<p>Accurate and available WHOIS Data</p> <p>Number of workshops</p> <p>Number of workshops conducted for potential registry and registrars</p> <p>Number of accredited Registers</p> <p>Number of Workshops for ccTLD business models</p> <p>Research report on DNS business in Africa</p> <p>An observatory</p> <p>A foundation for DNS Industry in Africa</p> <p>Revised delegation and re-delegation procedures</p>	<p>Regional Implementation of Operations</p> <p>Number of Appropriate Documents produced In Appropriate African languages targeted to various stakeholders</p> <p>Number of L-root instances Deployed</p> <p>Number of other root-servers instances Deployed</p>	<p>Number of African participants in ICANN constituencies.</p> <p>ICANN participation in African meetings</p> <p>An ICANN Academy and number of Academic participants</p> <p>Number of African participants and the quality of participation and contributions</p> <p>Number of ALS's from the African region and number of workshops organized by AFRALO</p>

# Key Measures - 2

DNS stability and security	Competition, consumer trust and consumer choice	Core operations including IANA	Healthy governance ecosystem
	<p>African experts on new gTLD evaluation panel</p> <p>An African leaders award Number of start up companies being incubated</p> <p>Innovative ideas and patents and increased number of African participants in IETF forums.</p> <p>Number of ccTLDs benefiting from resiliency workshops</p> <p>Increased copy of root servers</p> <p>ccTLD Whois performance Registries &amp; Registrars</p>		<p>Number of government participants contributing to GAC and high level meetings</p> <p>Number of participants contributing to global ICANN meetings</p> <p>Number of Africans trained by the ICANN academy.</p> <p>Increased number of African staff members</p> <p>Number of Africans leading IG processes</p> <p>Increased number of Africans participating in AoC review teams</p> <p>Number of policy documents/strategies</p> <p>Af* growth, Support for Af*</p> <p>New Internet communities Adoption of multi-stakeholder model</p> <p>Visibility of ICANN at African fora Communications in French</p>

# Resources and Timeline

# RESOURCES AND TIMELINE

Determination of resources needed for the strategic plan will be done by ICANN

Timeline :  
First year  
Second year  
Third year

# Year 1 - critical list

- A program for enhancing cooperation with I\* organizations and IGFs (3 months)
- To promote regional events for multi-stakeholder engagement (3 months)
- An ICANN academy to help in capacity building and HR development in Africa (6 months)
- Produce Targeted Documents in appropriate languages regarding ICANN operations (6 months)
- Consumer/Community Capacity Building (6 months)
- Establish ICANN operations in Africa (6 months)
- An ICANN ambassador program to promote global ICANN values (9 months)
- Leadership development program in multi-stakeholder Internet governance. (9 months)

# Year 2,3

- All other strategic projects



# Roles of Africa & ICANN

# Roles

- Jointly by Africans and ICANN throughout implementation
- While ICANN is not a development agency it is strategic to contribute to development of ICANN's constituent industries
- While Africa can benefit from support it must invest in its businesses and partner

# Key Recommendations

# Principal Recommendation

The strategic working group recommends that this draft outline of the strategic plan be further on turned into a fully fledged strategy document, after further consultations are conducted within the African communities and ICANN constituencies.

# Other Recommendations

- Integrate the ASWG activity into the ICANN annual corporate planning process
- Reform the membership of the ASWG to be better aligned with ICANN constituency and SO/AC organizations

# Conclusion

# Concluding Remarks

- Designing of the ICANN strategic plan for Africa is timely
- Africa deserves special attention to be fully integrated in Internet business/industry
- ICANN by this strategy is assisting to transform genuine capacities into real development opportunities
- We learned how to better engage with the community and believe the exercise should form part of ICANN's regular delivery

# Acknowledgements

- ICANN
- AFRINIC
- AfrICANN
- African Internet community
- ICANN community



# Commendations

- Special thanks go to Adiel Akplogan, CEO of AFRINIC and staff for the tremendous technical and management contributions throughout the project
- We thank Ray Plzak and Tarek Kamel of ICANN for facilitation at the retreat
- We thank Fadi Chehade, Akram Atallah and Steve Crocker of ICANN for initiating and supporting the effort

# ASWG Members

## **Core**

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**Pierre Dandjinou**

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**Tijani Ben Jemaa**

**Michel Tchnonang**

## **Liaison**

**Rafik Dammak**

**Waudou Siganga**

# Appendix

# SWOTs

# Strengths - from the perspective of

<b>Civil Society</b>	<b>Business</b>	<b>Government</b>
<p>Multi-stakeholder decision making model for engaging with the community</p> <p>Capacity Building and awareness feel</p> <p>Regionalized Number Resources management policy - single Internet</p> <p>Current ecosystem made of dedicated and engaged volunteers.</p> <p>ICANN's meetings in Africa every two year</p>	<p>Benefit by participatingo through ICANN Fellowship program (Education &amp; development)</p> <p>Successful and Regionalized and Integrated Number Resources management policy - single Internet</p> <p>Track record of strong support by dedicated and engaged volunteers</p>	<p>Provision of Fellowship program to ensure african attendance</p> <p>Regionalized Number Resources management policy - single Internet</p> <p>experts Volunteer to use</p> <p>Multi-stakeholder bottom up mechanism for engaging with the community in decision making</p> <p>IGF at national and regional level</p> <p>GAC high level meeting</p> <p>AUC participation in GAC</p>

# Weaknesses - from the perspective of

<b>Civil Society</b>	<b>Business</b>	<b>Government</b>
<p>Absence of clear regionalization Strategy at ICANN</p> <p>Weak ICANN presence on the continent</p> <p>Absence of domain name industry</p> <p>Absence of content and application industry.</p> <p>Poor participation of AFRICA to ICANN process.</p> <p>Poor/inefficient outreach to African governments</p> <p>Lack of transparency</p> <p>Poor communication toward AFRICA</p> <p>Weak ccTLD management in the region - absence of regional meetings</p> <p>Weak participation of African private sector</p> <p>No impact on growth of the domain name industry</p> <p>Poor relationships with African ccTLDs</p> <p>No clear link with the AF*</p>	<p>Weak ICANN presence on the continent</p> <p>Weak African domain name industry and associated Business.</p> <p>Poor participation of AFRICAN Businesses and ICANN domain name constituencies and its related initiatives (New GTLD).</p> <p>Ineffective outreach to African governments in respect to their role in developing domain name Industry.</p> <p>Inefficient communication toward AFRICA.</p> <p>Weak multi-stakeholder decision-making model and regional balance.</p> <p>Lack of Training capacity for skill required for domain name business and associated program.</p> <p>Weak ccTLD management</p>	<p>Absence of clear internationalization Strategy at ICANN</p> <p>Lack of ICANN presence on the continent</p> <p>Domain name industry in it infancy</p> <p>Poor participation of AFRICA in ICANN process.</p> <p>Inefficient outreach to African governments</p> <p>Lack of transparency</p> <p>Poor communication toward AFRICA</p> <p>Weak management and lack of support of african ccTLD</p> <p>Lack of outreach to African business</p> <p>Representation of African interest on the Board</p> <p>lack of qualified african experts</p>

# Opportunities - from the perspective of

Civil Society	Business	Government
<p>Emerging Internet continent, usage by youth</p> <p>Majority of next billion Internet users will more likely come from Africa.</p> <p>Internet Innovation driven by Mobile Technology: Current outstanding growth of the mobile telephony implies majority of next Internet users will be from Africa; thus, a need for specific projects for Africa</p> <p>Untapped emerging market</p> <p>Office in Africa</p> <p>Growing interest of key actors. Government and emerging Industry</p> <p>Highly qualified experts</p> <p>ICANN's image and perception to be increased through contribution to the growth of a continental Internet economy</p> <p>ICANN's legitimacy to grow with more participation from African communities, namely at GAC level</p> <p>Develop IDN to boost content in Africa</p>	<p>Africa region as an Emerging economy and Internet market</p> <p>Internet Innovation and growth driven by a boom in Mobile Technology</p> <p>Growing potential market in the domain Name Industry.</p> <p>Growing interest of key actors in ICANN processes.</p> <p>Highly qualified experts.</p> <p>Potential growth of GDP and youth employment</p> <p>Growth of ICAN legitimacy due to internationalization through increased African Participation</p>	<p>Emerging Internet ecosystem with the Majority of next billion Internet users will come from Africa</p> <p>Internet Innovation driven by Mobile Technology</p> <p>Growing interest of key actors. Government and emerging Industry</p> <p>ICT a cross cutting pillar of most african countries development plans</p> <p>Develop IDN to boost the internet economy in Africa</p>

# Threats - from the perspective of

<b>Civil Society</b>	<b>Business</b>	<b>Government</b>
<p>Involvement of governments</p> <p>Weakness of ICT infrastructure</p> <p>Unstable political economy</p> <p>Resistance of governments to multi-stakeholder model</p> <p>Heavy intend by government oversight and control of Internet</p> <p>Participation to ICANN process (discussion forum, comments, meetings etc ...)</p> <p>Linguistic barrier</p> <p>Poor reach out to African communities</p> <p>Lack or Poor financial commitment to an Africa Internet Agenda</p> <p>Poor or inadequate representation of ICANN in Africa</p>	<p>Limited Involvement of governments in the multi-stakeholder decision making model.</p> <p>ICT infrastructure not adequately geared to support domain name Industry.</p> <p>Heavy intend by government oversight and control of Internet.</p> <p>Ongoing perception in Africa of ICANN as non-International organization.</p> <p>Lack of investments in domain name industry and associated business.</p> <p>Inadequate response to the high expectation from ICANN and its stakeholders in Africa.</p> <p>Inability for African to conduct business with ICANN in a reasonable manner.</p> <p>Lack of trust and consequence of inappropriate legal framework</p>	<p>Poor participation and contribution of african governments in GAC</p> <p>Lack of ICT infrastructures and awareness and capacity</p> <p>Lack of common understanding of multi-stakeholder model</p> <p>Lack of understanding of how government work and diplomacy</p> <p>Lack of timely response and implementation of GAC advices</p> <p>Lack of implementation of AOC recommendations</p> <p>Linguistic barrier (1) Poor out reach to African communities (2) Lack of financial commitment to an Africa Internet Agenda (3) Poor or inadequate representation of ICANN in Africa (4) Poor perception of ICANN by african government</p>



# SWOT from Community Questionnaire

Strengths	Weaknesses	Opportunities	Threats
<p><b>ICANN's meetings in Africa every two years</b></p> <p><b>The fellowship program which ensure African participation to ICANN's meetings</b></p> <p><b>Bottom up approach in policy development</b></p> <p><b>Multistakeholders mechanisms for engaging with the community</b></p>	<p><b>Lack of communications/</b></p> <p><b>Poor perception of ICANN's activities</b></p> <p><b>Poor outreach to African governments</b></p> <p><b>Lack of a physical presence in Africa</b></p> <p><b>Partial linguistic coverage of the continent</b></p> <p><b>No impact on growth of the domain name industry</b></p> <p><b>Poor relationships with African ccTLDs</b></p> <p><b>No clear link with the AF*</b></p> <p><b>Poor representation of Africans on the Board</b></p>	<p><b>Current outstanding growth of the mobile telephony implies majority of next Internet users will be from Africa; thus, a need for specific projects for Africa</b></p> <p><b>Africa as one of highest GDPs</b></p> <p><b>Icann's image and perception to be increased through contribution to the growth of a continental Internet economy</b></p> <p><b>ICANN's legitimacy to grow with more participation from African communities, namely at GAC level</b></p> <p><b>Develop IDN to boost content in Africa</b></p>	<p><b>Poor reach out to African communities</b></p> <p><b>Lack or Poor financial commitment to an Africa Internet Agenda</b></p> <p><b>Poor or inadequate representation of ICANN in Africa</b></p>

# Recommendations from SWOTS

**Treat Africa as a specific Internet ecosystem**

**Build African Entrepreneurship in the domain names area**  
**Increase current translation of ICANN's documents in different languages**

**Set up an Internet foundation for developing countries (Africa)**

**Promote business development incubators**

**Ensure a physical presence in Africa to conduct outreach to policy makers**

**Establish ICANN's Ambassador program in all regions of Africa to ensure adequate representation**

**Commit a study on feasibility of a domain name industry in Africa**