



The Internet Corporation for Assigned Names and Numbers

A Strategy for Latin America and the Caribbean

(Draft for Discussion Purposes)



Diagnostic: ICANN Strengths

ICANN Strengths

LINKS – INTERACTION – IANA – ORGANIZATION – EXPERIENCE-KNOWLEDGE-TRANSPARENCY-
PARTICIPATION-STRUCTURE-IMAGE

- Associations with ccTLDs and gTLDs .
- Potential link with local communities.
- Policy-Setting Model.
- IANA Functions Management.
- Organization and structure.
- Accumulated experience.
- Achieved knowledge through the interaction amongst different stakeholders of the global community.
- Transparency policy.
- Different stakeholders working together at a global level.
- Image and recognition of the organization globally.
- Strong participation.
- Opportunity to all members of society to participate in the development of Internet Governance.



Diagnostic: Benefits from participating at ICANN

Benefits from Participating at ICANN

- Better involvement in the delivery of IANA's root servers registry and maintenance services.
- Monitoring subjects of interest at the different SO or AC's, including the GAC.
- Creation of new partnerships.
- The knowledge about roles and governance in ICANN has eased the sensitizing process of community stakeholders for the development of the Internet.
- Provide inputs from the region in ICANN proceedings.
- Become a new gTLD applicant.
- *Fellowships*
- Exchange of knowledge and best practices.
- Interaction with the Internet regional and global community.
- Identify in a timely fashion threats, challenges and opportunities. Technical and institutional support. Financial support.
- Use of the UDRP and learning about the implementation of other schemes of harmonization of IP right holders.
- Active participation and development of the responsibility for collectively building this multistakeholder governance model.
- Capability of participation in the selection of ICANN and ccNSO leadership.
- Capability of actively engaging in building scenarios for the participation of the ccNSO community and the broader Internet community.



Diagnostic: ICANN Challenges

ICANN Challenges

- Demonstrate that the *multistakeholder* model is functional, inclusive and diverse as opposed to being anarchic.
- Strengthen the relationship with governments and intergovernmental international agencies.
- Strengthen ICANN relationship with local Internet communities.
- Achieve an adequate implementation of the new gTLD program, reduce the evaluation period and the delegation of new gTLDs in the root zone.
- Preserve independence from government pressure to take over ICANN responsibilities and to avoid undue influence in ICANN Board's decisions.
- Improve policies and procedures to achieve better efficiency without losing depth in the analysis.
- Clearly define its role as coordinator, collaborator and facilitator within the community as well as with the rest of others in the Internet ecosystem.
- Define its role in the ATRT policy.
- Specify policy, support and scope in IPv6 implementation in Latin America and the Caribbean.
- Maintain global procedures for the Internet community in the future.
- Technological sustainability regarding security, generalized standards to ensure development is based on best practices and actions against cybercrime or DNS abuse.
- Ensure an adequate internal structure to manage new gTLDs without interfering in other projects.
- Include all regions in a balance fashion in all programs and plans in the future.
- To have efficient decision making processes.
- Professionalize. Better accountability framework for the Board.
- To develop a flexible system that allows for keeping the mission of a multistakeholder organization and promoting an innovative ecosystem. Avoid being transformed into an opaque and inefficient bureaucracy. To differentiate from multilateral organizations.
- To create an institutional position towards the pursuance of the Public Interest and in due course link with other global organizations.



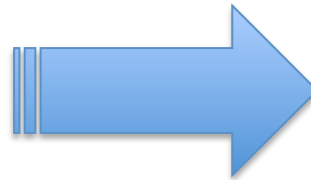
Diagnostic: Challenges of Regional Organizations Participation

Challenges of Regional Organizations Participation

- Low budget.
- Language barriers.
- Lack of capacity building regarding the substantive issues being discussed at ICANN.
- Inadequate knowledge on how to influence ICANN's agenda.
- Unclear relevance of the subjects discussed at ICANN.
- Low representation of regional leaders in working groups, Committees and Board of Directors.
- Unawareness of the benefits of participating at ICANN.
- Weak link between discussions at ICANN and the day to day issues of stakeholders in LAC.
- Complexity in ICANN functions and meetings.
- Low government participation in the region. Strong dependency on the person representing the government (maybe lack of strategy inside each country re ICANN).
- Time and resources constraints to attend other relevant fora and events.



STRATEGY





STRATEGY: OBJECTIVES

Objectives

1. Promote the development and deployment of DNS critical infrastructure in the region.
2. Ensure an adequate level of participation and engagement of all regional relevant stakeholders (including Governments) .
3. Develop –in partnership with the adequate groups or organizations- a regional agenda regarding Security and Stability.
4. Create partnerships and cooperation mechanisms with existent groups and organizations for the development of the Internet in the region.
5. Include matters of interest for the region in ICANN’s agenda.
6. Raise awareness among governments in the region of ICANN subjects in conjunction with local and regional initiatives led by ONG’s in the region.
7. Be part of ICANN’s decision making processes and have a primary role.
8. Promote capacity building and institutional strengthening of public, private, social and academic organizations linked to the Internet in the region.
9. Develop outreach and awareness in the region regarding the benefits of engaging and participating at ICANN, as well as the potential impact of ICANN decisions in local and regional communities.
10. Strategic support for the creation of UDRP and URS providers based in the region and in knowledge of the needs of the region (language, costs, cultural behaviors) for current and future gTLDs disputes.



STRATEGY: LINES OF ACTION

Lines of Action

1. Create regional discussion fora and platforms with Governments.
2. Make an inventory of relevant regional initiatives and evaluate the creation of synergies and cooperation mechanisms.
3. Work together with SSAC towards the creation of a regional Sub-Committee regarding Security and Stability.
4. Evaluate the pertinence of GAC sessions at the regional level.
5. Promote the deployment of root server copies in the region.
6. Promote with local stakeholders the various business models, both within ICANN (gTLD registries and registrars) and those related to ICANN (DNS providers, resellers, Trademark Watch Services, Network Security, etc.).
7. Establish close relationships with local governments to ensure an adequate participation in ICANN.
8. Maintain a capacity building and awareness programs with current stakeholders participating at ICANN.
9. Create networks of organizations in various countries to advance outreach activities.
10. Identify mechanisms to insert relevant regional topics in ICANN's agenda.
11. Increase the number of fellowships for developing countries in the region.
12. Simultaneous interpretation in all sessions of the meetings.



STRATEGY: LINES OF ACTION

Lines of Action

13. Increase and improve remote participation and create on-line platforms for discussion between ICANN meetings.
14. Elaborate an executive summary of agreements, conclusions and relevant actions after each meeting.
15. Create a more explicit guide of ICANN meetings and important subjects.
16. Create an ongoing communication mechanism that allow all stakeholders in the region to be informed.
17. Organize regional meetings either under ICANN name and/or in close coordination with relevant organizations.
18. Support awareness programs led by ccTLDs in the region.
19. Set in place a “Focused-Fellowship” program. Having suggested candidate organizations from current actively engaged organizations at ICANN.
20. Ensure an adequate implementation of the new gTLDs in the region, through joint efforts with ISPs and software industry.
21. Establishment of ICANN focal points in the region.
22. Create attractive content material in accessible and plain language to distribute in the region and to facilitate the tasks of understanding/awareness/outreach.
23. Obtain from GAC annual reports regarding implementation of Board resolutions. (audit function)