BEIJING – Global Stakeholder Engagement
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ICANN – Beijing, People's Republic of China

SALLY COSTERTON:    We are going to start in about two minutes so if we could all start taking seats, that would be great.  Thank you.

I would like to get started if we could.  Thank you.

Thank you, everybody.  Wow, this is a really big room for this meeting.  This is incredible.

Okay.  Welcome, everybody.  Thank you all for coming.

You want me to use one of those.

Oh, yeah.  And the system works.

Thank you very much, everybody.  And thank you for coming for this inaugural meeting, which is an experiment.   And we would like to welcome you to a discussion about outreach and participation.

Many of you in this room are here because you've been part of an existing group called the community outreach group which was put together, I think, at the Costa Rica meeting to do something terribly sensible, to try to get some agreement among against different parts of the community about common areas where we could get together and prioritize particular kinds of outreach and participation.  That group did lots of good work.

Alors, a few months pass. I came into ICANN. Tarek came into ICANN. And we started looking at how we were going to join up, coordinate and internationalize stakeholder engagement. And this is the process of bringing these two pieces of work together. That's why we're here.

We are going to try a slightly different way of working this morning, which will be interesting, hopefully fun. It could be a bit chaotic. And we will try not to trip over each other.

But after we made a few introductory comments, which I'll tell you in a second, we're going to break you into four groups. And I will tell you now so that you can think about which one you might like to be part of, what they are. And we will facilitate some discussion -- we have a moderator for each group -- for about 30 minutes. That moderator will ask you to focus on prioritizing some activities in that area. We will then come back, share those priorities, and challenges with the whole group. And then I'll facilitate some actions and a wrap at the end of the meeting. That's the plan.

It is not normally how we do things in such a big meeting, but we'll give it a shot. I would like to thank everybody before I start on my team, on the stakeholder engagement team but also with the meetings team who have been incredibly patient with our demands because we are coming with remote participation. And we have to manage a juggling act as we go into the groups.

So thank you, Nancy, for your patience. Thank you, Janice, for your coordination skills. And thank you, Renate and Mandy who are the most patient people on the planet.

What I'm going to do now -- first I will do tell you the groups. And then I will make just a few overview comments about how we're approaching the stakeholder engagement strategy globally, just to make sure you all know.

I'm going to ask Xavier, who is here as my hostage, to talk to you about how we are planning the budgeting process because the one rule we will have for today is in the groups, we are not going to talk about money. We are not going to talk about money because, otherwise, we are not going to talk about anything else. And that's why I have asked Xavier to be here to make sure everybody understands how he's handling the process for budgeting, for participation at the community level, so everybody is clear. He will be here so we can ask any particular process questions you have of him before we start the groups. This is not a lobbying session for Xavier, either on the platform or in the groups. So thank you, Xavier, very much for agreeing to do this.

Finally, I also have David Olive here who has a specific role helping us have a liaison between the engagement and outreach activities and the SO/AC structure.

I think it helps to explain how we are managing that interface at a staff level so that everybody is clear in the community groups how that should work and kind of who does what and who to ask for.

So without further ado, let me tell you the groups. So this is group one here in this corner. We're not going to make all the furniture turn around because the meetings team will kill me. So we will just have a huddle over here by the flip chart for group 1. Group 1 is collateral,

things we write down, printed things, documents, Web sites, PowerPoint documents, newsletters, this kind of thing, collateral.

Group 2 which I assume is this way -- oh, my goodness. Thank you. Huge 2. Okay. Group 2, which Mandy is going to coordinate is events, people-related things, so conferences, speaker panels, training, capacity-building events, things that involve people going to places on or offline to talk to other people in person and communicate.

The third group, which I can't see -- third group said yeah, over here, thank you very much. Third group is about digital platforms, so digital tools and digital platforms and that's over here in this area.

And the final and fourth group is about our engagement methodology. The previous -- the community outreach group did a superb job creating and agreeing on a model for how we would measure our engagement process, how will we know where we are going. And that was called at the time colloquially the "waffle iron" model because the diagram that somebody on staff drew looked a little bit like a waffle iron which tells you it came from the States. And "waffle" in English means something completely different. One of the tasks that group will have at some point is to rename the model. But anyway, this is the engagement model.

So for people who are interested in how do we understand our community better, who's in it, what are they interested in, by geography, by stakeholder group and by maturity level, that would be a good group for you to be in. So those are the groups.

Now, let me just give you a couple of observations. If I could just have the next slide up, please. Ah, okay, I will tell you this first. That's a good idea. I will follow the slide rhythm.

In the groups, the facilitators are going to ask you to focus on key questions. One of the most important things for this area that you think we should be focusing on together over the next -- so between three months, six months, 12 months. We don't have to be too precise about that. It is about identifying priorities.

What must we do? If we do nothing else, what must we do? What would be nice to have? Finally, what are you most worried about? And it can't be money, okay? It can't be money, but it could be other things.

Can I have the next slide, please.

Right. So just one slide, I decided I could share one slide or 50 slides on the global -- on the stakeholder engagement plan. And given it is the last day, it is Thursday, and we have the public forum this evening and everybody is tired, I thought I would stick to one.

What we are really trying to do at the global level for stakeholder engagement is two things at the same time. The first thing is how do we take the center of ICANN, the middle of the circle -- okay, to me that is where we are now. That is our existing community. Pretty functional, we understand each other. It is complicated but we all understand how it works. It is a big family. Not many other people understand how it works -- hold that thought -- but we understand how it works.

But even within that, there are lots of things that we want to do better. Today in this group, we're probably having that discussion. We're having it in that context. So those issues about priorities, they're about things we already know about to a large extent and how do we make sure that we all have a similar view about what's important in that relatively short time frame, three, six, 12 months.

That second circle out, now we are widening this out a little bit more, how do we -- as people start to express an interest in ICANN, as they begin to get engaged in the idea of Internet governance, how do we make sure we build very strong, bottom-up communities in the regions particularly, so closer to the stakeholders.

So in this middle circle is most of the activity of our regional vice presidents, all of whom who I think are in the room. I haven't counted them, but I think they are.

A lot of things we look at in terms of attracting people, getting them engaged in the first place, and doing our business model work, that clearly that also involves the people in the center circle but not all those people are involved in the heart of the policy making or running the IANA business or the detailed work of the gTLDs and the contract registries and things like that.

Now, the final circle out here is the one that really I certainly came to ICANN to focus on and many of you want to focus on, which is how do we get new people involved in ICANN.

How do we help people out there who don't know who we are to understand what we do and why they should care about it. And that's

the big strategic, almost existential question that we have as a community.

And I can tell you from my experience over the last eight months being at ICANN, this is the question I get asked most consistently right around the community groups. It is something everybody has in common, even if they agree about nothing else, they agree about the need to do this.

And they talk to me a lot about how do we do it. Can we do it faster? Can we do it more online? What are we going to do to solve this problem?

So a lot of the energy that we're going to be talking about especially in the digital team is how do we scale, how do we create the right kind of platforms for the future that allow us to both attract the attention of the people we want to bring into our community and also have a sort of dialogue with them as they become gradually more educated as they work their way through to the center of the model.

Now, there is a couple of other things I would say before I hand over to Xavier. The first thing is, it may well be that many people always stay in that outer ring. That's fine. There is no exercise here where everybody on the planet has to be driven into the center of ICANN to support and participate. That's not the goal. This is not a customer journey. This is a way of understanding that people have different needs. But some people will want to do that. They may not realize they want to do that when they first uncover ICANN. They might just find it really interesting and quite cool.

As they educate themselves, as they get to know more about what we do and how we do it, some of them, many of them will become more interested. A huge challenge for the digital team is how do we support that journey. How do we help people to collect the skills they need along the way? And at what point does that flip into face-to-face communication and how do we facilitate that?

So that's how we are approaching it from a strategic point of view. I hope that that's clear and helpful. I'm happy to take any questions -- probably I think to keep us on time, we will do that at the end of the session if we have some time. Now I will hand over next to, I think, Xavier is next up to talk about how he's structuring the budget process.

Xavier?

XAVIER CALVEZ:        Thank you. How long do I have? Five minutes? We're in trouble then.

[ Laughter ]

So we're going to do this very quick. There is no materials or anything. It is just a matter of laying out the approach that we're retaining so that you have that in the background of the work that you're going to proceed with, with Sally and the team.

So to me, from an overall budgeting standpoint, this type of exercise is about creativities, about the essence of the work that as a group we think we need to get done. And this is the phase where we want to try to put on the table everything that we think makes sense, irrespective, as Sally indicated, of financial constraints so that these ideas do come

up and can be put on the table and then prioritized so that then at the end of the day, we can come up with a pragmatic budget, which will most likely generate a reduction, a prioritization, a rationalization of the ideas that have been generated at the creative stage.

But that's what -- we'd rather work like that so we have the possibility as a group to bring up those ideas and then sort them out in order of priority, in order of realism.  And then I'm the one helping -- making the hard decisions on bringing us back to their hard reality of cash.

But this stage is about generating the idea so that we can structure the planes and then carry out the actions that we can afford to carry out from a financial standpoint.

So to do that, we have -- we have two different processes.  There is the standard budget process of the staff, the departments submitting their budget request.  And this is submitting their departmental budget.  This is after having done this type of exercise where strategy and content is being determined.  Then we translate that into resources.  And this is a phase where Sally and Mandy and the departments and I and the finance team work together to formulate the requirements.  And we do that across all the departments.  So that's the first process.

And, of course, this contains the actions that the staff has put into the plan on the basis of the collective input.

The second process is a little bit more specifically tailored or are largely more specifically tailored to accommodate specific needs not carried out currently in the plan of the staff.  We created two years ago a

process of the SO/AC additional budget request which is now in its third year.

That then allows the various organizations to formulate their specific requests about funding needs. Why I mention this process here is because a lot of those funding requests are about outreach activities or travel funding for outreach purposes, document printing, so that those documents can be distributed.

A number of you, of course, who are in the room know very well about that because they have formulated requests and we work together on that.

So this is a fairly tailored process that allows the community members to formulate their needs. The activities between those two processes irrespective of who provides the input are quite similar at the end of the day.

And we will be working with Sally and the team to probably try to integrate that a little bit because should the community have to request to do something like that on a recurring basis, should that not be an activity that's carried out by the GSE team with your help on an ongoing basis without having to be requested really?

So I think the frontier between those two processes can be less clear than it currently is so that these activities can be considered on a more permanent basis as appropriate by Sally's team.

The advantage of this letter process does provide -- is that, in my view, it provides flexibility to the community. It's very specific. It's time

consuming. But if it is helpful, we will continue to do it. But I think that there's a lot of those requests that we should look at from a more strategic standpoint and structural standpoint. And then leave the SO and AC additional budget request process for really the very specific, exceptional actions that cannot be addressed otherwise.

And just as a last point for -- on that specific process -- those of you who were at the finance session yesterday have heard it -- David and Sally are part with me of a panel to review those requests because of the fact that they are -- these requests are very much stakeholder engagement-related, outreach-related or policy and secretariat-related.

So this has been very helpful, and that helps me not having to make the decision because why would the CFO make a decision on funding or not of an activity. It shouldn't being me doing it.

So that's the overview of the processes that we retain. Right now this exercise is about creativity, thinking through, brainstorming. And then I will be the one saying yes or no down the road with the whole team. Thank you.

Any questions on the process or anything?

SALLY COSTERTON:           Thank you, Xavier. That was very clear.

David, do you want to use the table mic? Whichever you prefer.

DAVID OLIVE: Thank you very much, Sally and Xavier. I'm glad to be here with this group. Indeed, as you see by the engagement model, our focus on the policy development support team is in Area 3. But, obviously, there are linkages to 1 and 2, and that's why I'm glad to be part of this group and this discussion, to see how that could be, because we're trying to strengthen the engagement opportunities and tools for those SO and AC groups, the supporting organizations and advisory committee groups, in their activities, though the policy development team primarily looks at inputs into policy development processes but not only because we also provide subject matter experts as well as secretariat services to the various groups. And we are interested obviously in their overall activity in ICANN actions and working groups.

Of course, initially we do provide some services to these various groups within the GNSO. There is a tool kit of services. These are in-kind support for the policy development process to assist the stakeholders and constituencies in their preparation for and organization of their activities in the policy development process for the GNSO.

And At-Large, for example, we do have staff support for the organization of their general assemblies when they occur at ICANN meetings.

There are also intersessional meetings of some of the groups that we support as staff as they do their work in between ICANN meetings.

Other elements, of course, as Xavier pointed out, for the groups to have special requests of the SO/AC budgets, there are other opportunities. So I'm glad to be here to hear some other ideas and to prioritize them

such as specialized Webinar briefings that the groups may want to do, either on a policy topic they are currently focusing on or on the activities of that particular constituency or any other topic that would help draw and attract the interest of their membership.

There also could be ways to have focused videos or articles on the works of the stakeholders and the constituencies, again focusing either on their policy activities or their general organizational activities, who they are, what they do, and how they input into ICANN. These types of things could be both publications, printed or digital.

Also, there could be some support for the management of the public comments, how best to organize themselves to disseminate the information that's needed for the inputs that are requested in various public comment forums at ICANN and to help focus and direct the comments into our processes.

And, of course, there could be management of the organizational structures of these stakeholders and community groups. These are things that we would like to hear about.

Obviously, we would like to make sure that the services we're delivering are ones that are suited to you and can be made better. And we'd also like to know what services we are not providing that you would need or think would be very helpful going forward. And so I'm very happy to be here to be part of this group thinking of those topics. Thank you.

SALLY COSTERTON:          Thank you, David.

Okay. Just before we -- Janice is going to -- I think we preregistered almost everybody for the groups, which is great! So in a second, Janice is going to tell you that. If there is anybody we haven't got on a list, then obviously please join whichever group.

What I would like to do just before we break into the sessions and Janice does that brief, I would like to specifically thank the board. We have several board members here actually, which is great. But we specifically have the PPC members and also Bertrand who have very kindly agreed to help facilitate the groups. This has been something that Sebastien in his role of -- I think everyone -- I assume everyone in the room knows this is Sebastien Bachollet, who is on the board and is the chair of the PPC. No, Chris doesn't know who he is. Everyone else knows.

And I would thank Sebastien and the PPC who have been very helpful as a sounding board for my team in terms of actually putting this together and being supportive in this process and quite literally because I'm going to ask them to co-facilitate the groups.

Sebastien will be working with Rodrigo who is our Latin American regional vice president over here with our methodology group. Here, which is the events group, we are going to have -- now I have lost it completely -- Bertrand and Mandy. Yes, I'm there.

Over here, which is the collateral group, we're going to have Chris -- thank you -- Chris Disspain and Jim Trengrove. And for the digital group, we will have Chris Gift, who is the head of online services, and Thomas and Sebastien twice. He will split himself.

Thank you very much for your help with us.  I will turn it over to Janice to brief the groups.


JANICE LANGE:                    Thank you, Sally.  Just want to recognize that we have all of you here. Really appreciate the support that we're getting for the outreach program.  At each one of the four stations, you will find with your moderator a set of questions that we particularly want each group -- we talked about group 1 and 2.  3 and 4, we also have very specific questions we would like you to address in regards to the priorities.  And the moderators will have those there for you to work with.

We'd like to make sure that from the community in group number 1, Chris Chaplow, Alain Berranger, if you can join that group.  For group Number 2, Ayesha Hassan.  Ayesha, if you could join group Number 2.

Group number 3, Olivier, Bill Drake.

And group Number 4, Cheryl Langdon-Orr and Marilyn Cade.

Very specifically, we've asked some individuals who have really been supportive in those specific areas of outreach and that's why we've asked them to help the group in that manner.

For those others in the room, we do want you to again consider which of the four groups you best identify with or would like to have your voice heard through and move to each of those groups, 1, 2, 3 and 4 as noted.

SALLY COSTERTON:    Thank you, Janice.  So it is now according -- is it 11:30.  We have 11:30.  So we are going to go into the groups now and we are going to discuss till 12:00.  And we might need an extra five minutes.  In my experience, we'll do.  We will try to take a time check at 12:00.  We can stretch to 12:10 if we need to and then we will come back -- I think actually we should try and finish at 12:00 because we will need to do the feedback loop.  So without further ado, let's do that.  And we'll be back here at 12:00.  Thank you all.

JANICE LANGE:    Thank you.

Nancy, if you wouldn't mind slide Number 3 to be up on the screen.  And for our remote participants, thank you for bearing with us on this.  We understand that engagement should be face-to-face for this kind of an exercise.  So we will be looking at your questions or comments in the chatroom.  Please put a "Q" in front of a question or something you want to add and we will make sure that group -- appropriate group gets your question.  And then we'll be back online with you at the end for the summary.  Thank you.

(Small group discussion)

SALLY COSTERTON:    Janice?  Could you ask them to put 2 on again?

Okay.  Can we all reconvene, please?

Quickly, Chris, while everybody's shuffling around.

Okay.  This is the downside of facilitated groups.  You always get one group that's so excited it can't stop.

CHRIS DISSPAIN:                 It's always his group.

                                [ Laughter ]

SALLY COSTERTON:                Okay.

>> (Speaker is off microphone.)

SALLY COSTERTON:                That is true.

>> (Speaker is off microphone.)

SALLY COSTERTON:                Whatever you like, Sebastien, is fine.

>> (Speaker is off microphone.)

SALLY COSTERTON:      Yeah, if we split --

>> (Speaker is off microphone.)

SALLY COSTERTON:      Right.  Okay.  Well done, Janice. Janice, center stage.

So thank you all very much, firstly, for participating in our experiment.  And actually, it seemed to go quite smoothly.  But we will ask for your feedback after this session.

Two things we're going to send around afterwards.   One is the conclusion, which Janice is very kindly going to scribe up here on the flip charts, but it's such a big room you may not be able to see it, and those on remote sadly will not be able to see it, but we will send it around.

So we would like your comments, did we get it right, a bit more of this but less of that, so we all have that to share.

And we'll also ask you to do a little -- probably like a little SurveyMonkey, so what did you like about this session that we should keep, what would you like us -- that you didn't like that we shouldn't do again, and then probably whether we should have another session like this at future ICANN meetings, and then finally, whether we want to be part of any kind of ongoing workgroups between staff, board, and community.

So we'll do -- we won't do that now.  We'll do that on a little SurveyMonkey afterwards.

Okay.  I'm going to start with Mr. Disspain, Group 1.  Perhaps you could share your conclusions with us, please.

CHRIS DISSPAIN:    Thank you, Sally.

Okay.  So we ended up with one kind of "must have," we think, but I want to sort of build to it.

Wow, this is great!  It's like being in charge of a television!

[ Laughter ]

So I want to explain how we got to the point where we came to our conclusion, and the first -- the only negative thing we said was that the -- much of our information -- so we were dealing with collateral.  Much of our information is currently written by insiders, and the problem with that is that a fish can't see water, and so as a fish in the water, we actually can't see that water and we're not necessarily the best people to explain it to people who aren't fish, if you see what I mean.

So from there, we then said, "Okay, so what do we want to do?"

Well, one of the things you want to do is you want to reach out to nonspecialized communities, so people who are not necessarily -- who don't know very much, and we want to be asked:  Who are we explaining it to?

So there needs -- we want a standard packet of information about -- you know, that sets up a meeting for somebody to talk about ICANN, but

then has a special bit at the end that says, "This is just for government ministers" or "This is just for vicars" or "This is just for" whoever you happen to be explaining it to you.

It's a no-brainer for us that it's got to be in all six languages.

We also talked a little bit about another group to engage with is college students and university students because they need to know now so that they can get excited and come and join.  And we also need to be able to measure -- we have to -- we need some collateral metrics so that we can measure them.

But what we also decided -- this is the key thing.

We think that there should be three versions of everything.

So in the sense of providing information about -- I mean, the example that was used was we've had very important discussions here about the trademark clearinghouse.   Those of you who heard trademark clearinghouse for the last three or four years probably know exactly what it's all about, but lots of people don't.

So in a lead-up to this meeting, what we'd like to see is three versions of stuff on the trademark clearinghouse.

The one we've already got is the super-ICANN version.  That's the "whatever the hell the papers are that make up the discussion."  What we don't have is a middle-ground paper, which is still key, still quite chunky and accurate, and what we also don't have, which we think is our "must have," is an overview.  A really, really simple overview.

And the problem with trying to do this in the past has been that these have been -- these have been accuracies to death.

Because -- no offense to legal -- because legal gets hold of them and says, "You can't say that because it's not accurate" or the techie guys get hold of it and say "You can't say that because it's not accurate."

So we need to have a document that we don't -- is basically accurate for dummies. We won't be using that expression because, apart from anything else, it's probably trademarked. But one of our groups suggested we call it, you know, "an appreciation of the trademark clearinghouse issues."

So that's our thing that we want to have in the next whatever -- however long it takes, but to be really clear, the first step for this, because there are issues in other parts of ICANN about the legal things and accuracy, the first step is to agree the principle with the people who have to have the principle agreed, and then produce something.

What we don't want to do is go to a huge amount of work to produce something and then have legal tell us that we can't use it.

So those are our steps and that's what we want to suggest that we do.


SALLY COSTERTON:      Thank you, Chris.

Did your group talk about any -- well, I guess you did talk about a barrier, so the thing you would be most worried about is that we would

spend time doing things and then we couldn't deliver them. Yeah? That's the conclusion.

Thank you. That was very clear and crisp and very actionable.

[ Applause ]

SALLY COSTERTON: Lots of points for Team Number 1.

This is like a kids game show, isn't it. Particularly with Janice up here. I think she's about to become a children's TV presenter.

I have to say I think this could be a good future for you, actually, Janice. You look good up there.

Bertrand.

>> (Speaker is off microphone.)

BERTRAND DE LA CHAPELLE: After what?

>> (Speaker is off microphone.)

BERTRAND DE LA CHAPELLE: It's the Hotel California.

So this was about the events/conferences participation in general.

A certain number of comments actually identified the notion, even if it was not formulated this way, of leveraging the existing in various dimensions.

One, the fact that there are existing organized communities. It can be -- that have nothing to do with ICANN. It can be the financial community or it can be trade associations of various sorts that, particularly with the environment of new gTLDs, are going to be concerned or impacted or have a relationship.

There are also other communities that are closer which are the immediate surrounding circle of the RIRs, the ccTLD community and so on, that are within ICANN but have their own activities.

And so the three circles that you made actually represent three circles of communities that exist and that are to be mapped.

It is interesting to identify what are -- we haven't done it enough -- who are those organizations. We know some of them but not necessarily all of them.

The second element is all those entities are organizing events and those events are opportunities for ICANN community members or board or staff to participate in in order for those communities to learn about what ICANN does and how it can potentially impact what they are doing.

And so the idea of making a calendar of all the events that are potential targets would have several benefits.

If it's a crowdsource calendar, it can aggregate information that comes from various sources and it can actually be a product that can be used for other actors who are in need of knowing how they can plan their own event so that it doesn't overlap with something that somebody else is doing, or collocate, which is something that is growing considerably at the moment.

And so having ICANN taking the initiative of gathering a certain number of people to organize the collection of this information so that there's a crowdsource calendar for everybody would be interesting.

The third element is there is a huge amount of statistical data regarding participation in the various ICANN meetings through the ages, and it would be interesting to do a statistical analysis of this data to identify points of focus regarding who, either regionally or by types of constituencies, would be interesting targets to make a particular effort towards.

So this first part, the three elements, are related to leveraging the existing.

The second element that was discussed a little bit more is what can be done proactively in order to leverage this, particularly in the events that are organized by others. And a very interesting distinction was made between participating for ICANN to say what it does and promote the model, but also the other aspect which is participating to contribute to the content and the activities of those others, and particularly in the meetings that relate to multistakeholder processes and Internet governance in general.

The two are complementary, and the second one we have not necessarily developed enough.

And finally, the other -- the other element was a particular focus on, in those three circles, the internal circle, which is the activities that ICANN organizes itself beyond the physical meeting, the three annual physical meetings and all the regional ones and so on.

One question was the notion of granularity of geographic events.  The MeetWorks is an interesting thing.  The suggestion was made to maybe have things that may have a smaller geographical footprint -- it can be the Balkans, it can be the Baltic, it can be a particular region in Africa -- without multiplying them to an extreme extent.

And the other element is the connection with the IGF, and particularly the growth of the national and regional IGFs to make sure that there is a coordination and that maybe ICANN events are just collocated on that occasion, when they are taking place, to avoid duplication.

I think that's mostly it.

One thing that I mentioned is an experiment that was done during the UNESCO meeting of the WSIS plus 10 in Paris of having a collocated meeting between the UNESCO WSIS plus 10 in APRICOT in Singapore where it was at the same time a joint panel across continent and across organization, which was a very interesting exercise.

SALLY COSTERTON:          Thank you, Bertrand.  Very interesting conclusions.

Before you give me back the mic, did your group come up with any barriers, any concerns, any "We think this is important, but we need to address."  Rather like Chris said we need to address an agreement about a point of principle before we start work.  Was there anything that came up in your group?

BERTRAND DE LA CHAPELLE:    I didn't sense that at all.

SALLY COSTERTON:    Okay.  Good.  Very -- a collaborative group.

Now, who is going to -- yes, a round of applause.  Thank you very much.

[ Applause ]

Who is going to share feedback from the digital group for us?  I need a volunteer.

Mr. Gift.  Fantastic.

CHRIS GIFT:    So I'm going to represent Team 3 and see if we can pull off an upset victory.

[ Laughter ]

Yeah.  That's a good point.  We're not the underdog, necessarily.

So we had a very good discussion about digital engagement, digital tools.

It did overlap a little bit with content in terms of digital content and how it surfaces on the Web sites, and we see some -- some convergence with some of the topics that Chris had been talking about, which I think is very interesting.

So we had many good ideas, but we coalesced around three priorities, is what we ended up with.

And this is in the order of priority.

The first one was making sure that ICANN, its tools and its content on the Web -- and the Web assets that we have, are relevant to people when they approach ICANN, right?  Whether it's when they, you know, register for a domain name, we should be there.  So it's making sure that, first, they understand that we are here as an organization and as a community.

And secondly, that the information, the contents be relevant to them, so that when they do come, they have a clear understanding of what this means to them and why they should participate and how this affects either themselves personally, their business, or their organization that they're involved in.

We felt also that people needed to be able to self-identify, so that they needed to self-identify on multiple dimensions.  One would be that -- their particular expertise, whether they're novices and wanted the information on that line, so along with what Chris was talking about in

terms of the three levels of documentation. But when they're -- as well, they are an expert and being able to drill down very deeply.

We also thought that relevance was very important about topical dimensions, so that people would be able to see that, you know, particular topics were of interest to them and relevant to them. So we thought that that was Number 1 in terms of the tool set and contents.

Number 2 in order of priority was that we really organize things and look at things as more topic and issue based rather than simply -- well, I shouldn't say "simply," but rather than constituency alone.

You know, we felt that -- the group felt that while it's important to be able to come and identify in a constituency group, at the same time, you know, it can be constraining. You know, I may belong to a constituency but I may have interests in other areas and other topics that maybe that constituency is not tackling.

So we felt that that was also very, very important and that needed to surface in the tools and the content.

Third was accessibility and language. We really had these as two for a while and then we ended up bundling them together.

And accessibility is, in itself, broad and covers many things. It's not just -- well, one aspect of it is bandwidth, obviously, for our members. The other is, you know, cognitive ability or visual ability to be able to participate on line, so we felt it very important to be very inclusive to all of these various people who wanted to participate in ICANN.

But that also included language.  So there were several dimensions here.  One was obviously, you know, remote participation and interpretation of working groups was an issue for the remote participants who were participating in this dialogue, so we're bringing that up as a problem.

And the second -- the other two dimensions was -- around language was quantity, the number of languages that we use, and also quality.  You know, there was some question about the quality of the translations and interpretation that we have and they wanted to make sure that, you know, the quality was sufficient.

And, oh, yes.  Lastly -- thank you, Wendy -- terminology.  We felt that that was part of language as well.

We so often digress into acronyms and so on, and that, as part of the language, is a barrier to people to participate and it's a barrier to translation.  You know, those acronyms don't always translate, or the terminology doesn't always translate readily into multiple languages from English.  So we felt that that needed to be addressed as well.

And those were our top three.

[ Applause ]


SALLY COSTERTON:         Thank you very much.

That's, again, very focused and I think very actionable, and actually very consistent. There are some very clear themes coming out here, which is extremely encouraging.

And our last group, which was a real challenge -- this is a really complex issue -- is we have a model which has nothing in it and we wanted to decide how to fill it.

So Group 4, Exhibit A. Sebastien's holding up the picture of the waffle model for any of you that haven't seen it.

SEBASTIEN BACHOLLET: I will try to -- of course I show you. You know it by heart and you know everything. There is no problem. Thank you very much.

We discuss this model and how to populate it.

One of the findings is that we need to make a pilot, and what we suggest is if you do a SurveyMonkey, that we add some question about where we sense we fit within this model, to see if it's working well; and if it's working well, to do that for the registration of the next ICANN meeting in Durban, to have more data and to know a little bit how it's really working.

And we think that it must be a self-assessment and we will see how it works.

And it's not just do we fit somewhere, but where we can fit. Are we are a different act? And we can be at different level, different subject, and

so on and so forth, and it's not just we need to find our place in this model, but our places in this model.

And that was the first question. Sorry.

We were discussing about if we organize an event somewhere for outreach, how we know that it's working well.

We think that it's not -- we can't do that event by event, the result of an event into our model.

Then the suggestion of the group was to do that at the level of one region. When ICANN is coming with a meeting, it's to see what is the evolution since the last time we come.

So that means that the time will be 18 months, almost, something like that, and we can do that region by region, to see how the events done during the last 18 months were profitable or changed the participation within this model.

And we talk about tools, but we try not to take too much on what Chris Gift told us, but there are a lot of different activities going on, programs like Webinars, ICANN Academy, there's the online education programs, newcomer lounge, and so on and so forth.

We want to keep as much as possible at the regional level and use the tools offered like MyICANN.org that could be very useful to help to populate this diagram.

And I guess that's my conclusion. Thank you very much.

And just before I give back the microphone, I would like very much that next time we come to this room, you take the headphone because I didn't talk in French now but we have to use this facility here because if we don't use it, why we set up that, why we have six language translation on line for us if nobody use it?  And next time I will talk in French.  Thank you.

[ Applause ]

SALLY COSTERTON:     Thank you, Sebastien.

I will not talk in French.

Okay.  Thank you very much, Janice, because Janice didn't know she was going to do that and she certainly didn't know she was going to do it on such a large camera, so congratulations.  You did a great job.

So I think, first of all, thank you very much.  I've got to say so much more came out of that than I thought would.  I mean, it really is amazing how fast we got to some really key insights.  Pretty much everything on those lists is very actionable.  I mean I feel like we can take them out and pretty much get on with most of them.

And there is some crossover, but it's good crossover, if you see what I mean. It's agreement.

And in no particular order, the things that strike me as important are self-identification.

So if we can reach a point -- and I'm looking at Chris here because this is really a -- it's a technical question, to begin with -- where we have the ability, all of us, wherever we are in the community, however new or however experienced, we get -- as we travel around digitally and physically within our community, we are identifying ourselves, our knowledge, and we are gaining new skills as we go, and we can add that to our ICANN passport, our ICANN -- that's a good idea, isn't it, an ICANN passport?

That's the first thing.  I think that's a -- I think -- I got to tell you that's a very big idea.  But it's one of those ideas that if we could get it right, it's a very high-order goal.  By which I mean a lot of other issues get solved.

For example, how we populate the model.  That's a big contributor, exactly as you say, Sebastien, to how to -- how do people self-identify.  What do they physically do to do that.

So that's a fascinating piece of insight and I think that affects a lot of things, including in the future how we drive demand for content.  How do we know how many people need to know what in what language.

I love the idea of layers of content.   This idea of beginners, intermediates, and advanced.

I said to somebody this morning who I hadn't seen since the last ICANN meeting, he said, "How are you getting on?"

I said, "Well, after six months, I think I now speak restaurant-standard ICANN."

So I'm going to call that the intermediate level.

Because Marilyn made a great point earlier morning -- and she's right -- that the white space behind the three concentric circles that I showed you at the beginning, that's all Internet users. All Internet users. So that could potentially be, one day, maybe even everyone in the world. Who knows. That's a nice idea, isn't it.

But even today, it's an almost unimaginably big number.

So the things that you've raised in this session today are not just things that make a difference to what we're doing right now and we've been doing for a long time, but I really feel they are things that are going to help us catapult, leapfrog, to that big ambitious goal I described at the beginning of this session that you all want us to do, that you all want us to reach for. That very hard thing about how do we talk to people that don't know that we're here and don't know that they should care that we're here.

And I think in the meetings group, this was a very interesting idea. I think a lot there are a lot of good ideas here about making more of what we have. We understand the importance of face-to-face meetings. Nobody -- digital engagement is never going to -- it's a complementary process. It does different things and it does some complementary things, but in the end, it's the relationships that people have that help us to make the changes that we need to make for the good of the future of the Internet.

And I've been very struck in my time at ICANN. When I first joined ICANN, I naively and quite wrongly thought that this was an organization that was about code, technology, hardware, software,

apps. And it is. But it's really about people. It's really all about people. And all the Internet governance organizations are also all about people. And in many ways, the Internet is governed by goodwill and by the readiness of people to do the right thing over and over and over and over again, and everywhere you look in the Internet space, it's so striking that that is something we have in common.

So issues like language and getting that policy really clear, really consistent, and everybody more or less as much as we can, at least, agreeing on a model we can move forward with, that's so important because whether we're on line, whether we're off line, whether we're in other groups, whether we're in our own groups, if we can't understand and we can't communicate, we can't join in. It's such a primary barrier.

So there are some big actions that come out of this for all of us. I recognize that I take the responsibility and we take the responsibility to take this back into the staff group initially and then bring it back out to you to share, and I hope -- I really hope that we'll see you again, maybe in this kind of format. You'll have to tell us on the SurveyMonkey whether you think that's a good idea or not. In a bigger group or a smaller group or breakout groups, I'm very open to that.

But I would just like to take this opportunity, finally, to thank everybody, each and every one of you, for being so generous with your time and your ideas, and I wish you a very happy end to the ICANN meeting, and very safe travels home to everywhere that you've come from, and thank you very much indeed.

[ Applause ]   [ End of Session ]