All questions and completed forms should be sent to controller@icann.org.

Please remember that the deadline for FY18 Budget consideration is **30 January 2017.**

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| **REQUEST INFORMATION** | | |
| **Title of Proposed Activity** |  |  |
| At-Large Global Capacity Building at IGF Geneva |  |  |
| **Community Requestor Name** | **Chair** | |
| RALO Co-Chairs (AFRALO, APRALO, EURALO, NARALO, and LACRALO) | Dev Anand Teelucksingh | |
| **ICANN Staff Community Liaison** |  | |
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| **request description** |
| ***1. Activity:* Please describe your proposed activity in detail** |
| The proposal is for organize an effective and coordinated ATLARGE strategy during IGF Geneva on December 18, 2017 which is a premier global event targeting global stakeholders in the Internet Ecosystem. The coordination of ATLARGE within the underutilized ICANN booth etc will heighten the branding awareness. |
| ***2. Type of Activity*: e.g. Outreach - Education/training - Travel support - Research/Study - Meetings - Other** |
| Capacity Building, Education/Training, Travel Support, Meeting |
| ***3. Proposed Timeline/Schedule:* e.g.one time activity, recurring activity** |
| Recurring Activity - At-Large Booth at every Global IGF, shared supervision by Outreach and Engagement Co-Chairs, and collaborative participation in an At-Large session covering a high interest policy topic related to the IGF theme.  Distribution of ATLARGE and various RALO materials, engage with various stakeholders at the three day event |

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| **request objectives** |
| **1. *Strategic Alignment.* Which area of ICANN’s Strategic Plan does this request support?** |
| Evolve and further globalize ICANN.  Bring ICANN to the world by creating a balanced and proactive approach to regional engagement with stakeholders.  Evolve policy development and governance processes, structures and meetings to be more accountable, inclusive, efficient, effective and responsive.  Promote ICANN’s role and multistakeholder approach.  Encourage engagement with the existing Internet governance ecosystem at national, regional and international levels.  Participate in the evolution of a global, trusted, inclusive multistakeholder Internet governance ecosystem that addresses Internet issues.  Develop and implement a global public interest framework bounded by ICANN’s mission |
| **2. *Demographics.* What audience(s), in which geographies, does your request target?** |
| We are targeting global stakeholders and entities that come to the IGF and are not engaged in ICANN’s PDP |
| **3. *Deliverables.* What are the desired outcomes of your proposed activity?** |
| * Enhance ICANN At-Large engagement within the arena of global internet governance * Manage a booth which will enhance reaching out to potential individuals and/or organizations who will contribute to At-Large’s bottom up approach to engaging key stakeholders in At-Large and the ALAC policy development process. * Coordinate and participate in a directed capacity building about the RALO structures and activities of ICANN seeking to engage more stakeholder interest in joining At-Large * Participate in other IGF activities that will encourage wider specific regional outreach in the name of their RALO (for example the APrIGF session which happens at each Global IGF, or a SIDS session on some IG topic relevant to APC SIDS) * Participate in five IGF Targeted Sessions accepted by MAG to increase the opportunity to build awareness and self promotion * Build a long term sustainability plan |
| **4. *Metrics.* What measurements will you use to determine whether your activity achieves its desired outcomes?** |
| Recruitment  -Target at least 15 organisations becoming potential ALSes  -Volunteer roster for ICANN booth from ICANN sponsored and non sponsored members ( average time commitment( 2 hours per day x 2 to 3 persons per time slot x 3 days)  Sessions  -Collaborate with Capacity Building WG to have a session for outreach and engagement  -Organize at least five panel sessions to build awareness and do cross promotion  Literature  -Creation of a purpose made document on ATLARGE and IGF Primer piece  -Well stocked multi-lingual brochures and mailcards  -ATLARGE Banners  Collaboration  -Collaboration with GSE and staff on coordinated efforts  -Leverage relationships with other exhibitors ie. Eurodig, GIP etc  -Organize social event-sponsored by others not ICANN  Sustainability  -Enhance the branding of ATLARGE at IGF, part of a multi year strategy  -Sustainability Plan |

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| **Resource Planning – incremental to accommodate this request** |
| **Staff Support Needed (not including subject matter expertise):** |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Description** | **Timeline** | **Assumptions** | **Costs basis or parameters** | **Additional Comments** | | Promotional Materials |  |  |  |  | | Travel Support |  |  |  |  | |  |  |  |  |  | |
| **Subject Matter Expert Support:** |
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| **Technology Support: (telephone, Adobe Connect, web streaming, etc.)** |
| Adobe Connect for preparation purposes |
| **Language Services Support:** |
| Translation of Outreach Materials to different languages |
| **Other:** |
| At the IGF Mexico 2016, 23 attendees from AT LARGE were present and did not have substantial reach out to the stakeholders who were present. Based on the experience at the IGF in Mexico, the Co - Chairs on Outreach and Engagement S/C have come up with the proposal to enhance outreach and engagement during the Global events.  Currently CROPP funds exist and cover outreach within the region despite this being a global event, the O&E team believes having the full team contributes greatly to have more reachout and engagement during these global events that bring together participants from all the regions. |
| **Travel Support:** |
| Travel support is requested for At-Large Outreach and Engagement Committee RALO membership- not limited for the 5 days of the IGF (including Day 0) |
| **Potential/planned Sponsorship Contribution:** |
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