*Business Constituency FEEDBACK & INPUT*

**Focus Area: I. Evolving ICANN’s implementation of the multistakeholder approach for coordination**

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| **General Feedback**  *What are your thoughts on this Focus Area?* |
| The bottom up, consensus based multi-stakeholder approach within ICANN’s processes, and policy development are fundamental to ICANN’s history and success.  In many ways, the model defines ICANN. While the model of multi-stakeholder engagement within ICANN will (and should) continue to evolve, the fundamental cornerstones of ICANN’s structure – with a leading role for the private sector and the ability for all sectors to participate – must be preserved. |

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| **Focus Area Goals**  *As listed in the Focus Area section of the draft* | **Outcomes**  *What are the specific outcomes or achievements we should target for this effort?* | **Measures**  *What quantitative / qualitative elements should we consider in measuring progress / results?* |
| Further internationalize ICANN to be more inclusive by becoming more multilingual and providing tools for connection and collaboration worldwide. | * Greater meeting participation from non-OECD participants * Increased availability and use of interpretation at ICANN meetings * More translation for key documents, including working documents | * Use of translation and interpretation services * More key documents available in multiple languages |
| Bring ICANN to the world through greater regional engagement to reinforce our international role. | * Greater regional awareness of what exactly ICANN is and does * Clearer role for new regional offices and ICANN regional Vice Presidencies * Clearer relationship with and participation in regional and national IGF Initiatives and similar forums * Engagement in regional media relating to ICANN’s role and activities * Significantly improved easy to understand materials for ‘laypersons’ | * Expanded ICANN staff and press visibility in different regions, with a special focus on Africa, Latin America and developing economies |
| Evolve our Supporting Organization and Advisory Committee structures to meet the changing needs of our diverse, global stakeholders. | * Clarified roles for AC and SOs, especially GAC and ALAC * Consider new ways to represent the interests of the global user community, especially to support engagement and participation by business associations from developing countries to assist user awareness and familiarity with ICANN. |  |
| Evolve ICANN Meetings to better support the global community’s changing needs. | * Improve engagement by local/regional actors, especially members of the local private sector and civil society. * Consider establishing pre-ICANN meetings to educate local actors regarding policy development within ICANN. * Increase press outreach around (and pre-) meetings to explain the issues at hand and encourage participation. | * Begin engagement with regional actors well in advance of ICANN meetings, and establish metrics for local engagement (e.g., target a certain number of local Internet businesses to participate in each meeting). |
| Evolve policy development and decision-making processes to be more inclusive, efficient and effective. | * Streamlines processes and improve opportunities for participation. * Create “snapshot” documents that show current state of policy debate and historical views, allowing newer actors to come up to speed more quickly. | * Reduce decision making times. * Enable improved remote participation in policy development |

Authored by Andrew Mack on behalf of the **Business Constituency,** posted for member comment on 18th January 2014. BC Member comments incorporated by Chris Chaplow on 31 January 2014.