

*TheGovLabLivingLabs SmarterGovernance*

# DESIGNING A 21<sup>st</sup> CENTURY ICANN

*A Project of the ICANN Strategy Panel on Multistakeholder Innovation*

*A “Brainstorm In a Box” Toolkit*

ICANN 48 – BUENOS AIRES, ARGENTINA | NOVEMBER 19, 2013



**GOVLAB**

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This Brochure is conceived as a “toolkit” designed for those interested in the work of the ICANN Strategy Panel on Multistakeholder Innovation. We hope that the information contained in this toolkit provides enough background to understand the work of the MSI Panel and frames that work in a way that allows easy participation. We also hope that all will share this toolkit and that the tools contained inside with their own communities and networks, so that even more people will be able to participate.



## The ICANN Strategy Panel on Multistakeholder Innovation



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## Panel Goals & Charter

The ICANN Strategy Panel on Multistakeholder Innovation (MSI Panel), with research support from The Governance Lab @ NYU (GovLab), is charged with:

- ▶ Proposing new models for international engagement, consensus-driven policymaking and institutional structures to support such enhanced functions; and
- ▶ Designing processes, tools and platforms that enable the global ICANN community to engage in these new forms of participatory decision-making.

Our aim is to make concrete and implementable recommendations that the ICANN Board, staff and community can easily adopt and test to enhance and evolve the way ICANN works in the 21st century. To do so, we are working toward proposing experiments and pilot projects that focus on making ICANN more effective and legitimate. As the Internet grows to connect people around the globe at tremendous rates, we face the challenge of making critical decisions together, and making sure that ICANN, as coordinator of the Internet's unique identifier system, can tap the know-how, skills and interests of the 2.5 billion and growing number of Internet users to do so.

## How We'll Get There

In proposing ways to enhance ICANN's processes through new forms of participation, the MSI Panel is launching a 3-stage brainstorming campaign to get input from the ICANN community and the global public to help answer the Panel's core question and to use ideas and input to design concrete and implementable recommendations for ICANN.

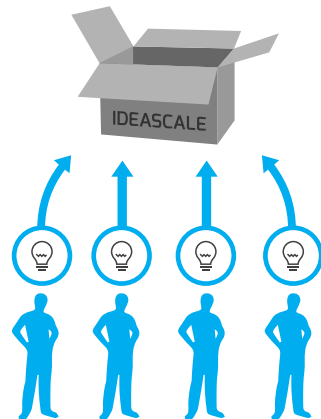
We're seeking ways to open up ICANN to greater and more diverse participation. The Panel aims to help lead ICANN to embrace data-driven experimentation, and to develop processes through which people can collaborate in purposeful groups on and off-line. Doing so, we believe, will help safeguard a more legitimate and effective version of the global and participatory model ICANN uses to coordinate the Domain Name System and its players, to the end of securing one global and stable Internet. Specifically, we want suggestions for:

- ▶ New and innovative techniques and strategies ICANN could adopt – whether procedural or technological – to work more openly and effectively at each stage of decision-making;
- ▶ Tools, technologies and platforms that ICANN could use to enable broad, diverse and expert participation throughout;
- ▶ Ideas for constitutional, structural, and/or legal models ICANN should or should not adopt; and
- ▶ Other projects, initiatives, models, and technologies being deployed around the world that the MSI Panel could study and learn from to help propose specific experiments ICANN could run to ensure institutional readiness for the 21st century.

# What's the 3-Stage Brainstorm?

## Idea Generation

Nov. 19 – Dec. 31

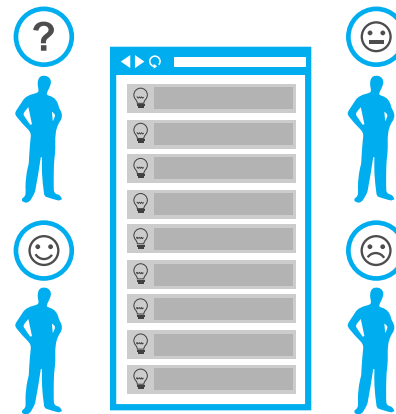


Submit, Vote, Rank, Discuss

*Ideas*

## Proposal Development

Jan. 14 – Jan 21, 2014

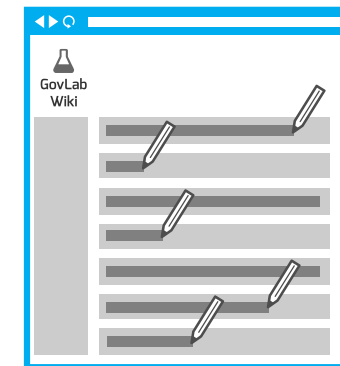


Annotate, Evaluate, Comment, Review

*Blog Posts*

## Collaborative Drafting

Jan. 28 – Feb. 11, 2014



Fine-tune, Edit, Polish, Wordsmith

*Proposal Drafts*

### STAGE 1

Idea Generation: Individuals can submit ideas for designing a 21st century ICANN to an online ideation/brainstorming platform. Users can rate and rank suggestions based on importance and practicality. The goal is to elicit a wide range of ideas for concrete approaches and tools ICANN could use to evolve and adapt how it works and how it engages with the global public in coordinating policy development in the unique identifier space.

### STAGE 2

Proposal Development: Idea submissions will be grouped into topics to jumpstart development of concrete experiment proposals that ICANN could implement and test. Participants will be able to discuss these initial proposal ideas using a blog with line-by-line annotation features. This stage is designed to take ideas closer to implementation by fleshing out the specifics for what ICANN could/should or should not do in experimenting with new approaches for coordinating policy development.

### STAGE 3

Collaborative Drafting: Using a wiki, we will invite collaborative drafting on concrete and specific actionable proposals that the Panel will then submit to the ICANN CEO, Board and community.

## When & Where Does It Start?

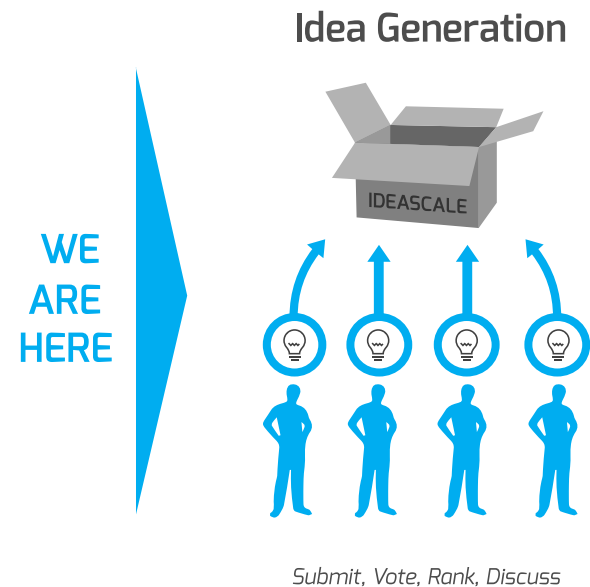
This “Brainstorm in a Box” goes live November 19, 2013, with the launch of our Idea Generation stage. This engagement initiative kicks off with the Idea Generation stage on November 19 via the launch of an online platform, Ideascale. You can take part in the online community by going to <http://thegovlab.ideascale.com> anytime between now and December 31, 2013 and joining the **ICANN Strategy Panel: Multistakeholder Innovation community** page.

### STAGE 1 – IDEAS GENERATION

Once on the community page, you can submit, comment on, deliberate, tag and vote on ideas for evolving and adapting ICANN. The community provides 5 different categories to help you organize your ideas:

- ▶ **Issue Identification:** Ideas for innovating how ICANN spots problems and projects to work on.
- ▶ **Developing & Prioritizing Solutions:** Ideas for how ICANN can devise meaningful and creative approaches and the knowledge for how to use them.
- ▶ **Evaluation & Review:** Ideas for how ICANN can enable analytical input and evaluation throughout its policy development process.
- ▶ **Legal & Structural:** Ideas for developing organizational forms, jurisdictional boundaries and legal norms in line with ICANN’s public interest values.
- ▶ **Everything Else**

Whether constitutional, structural, legal, procedural or technological – ideas for innovative approaches and tools should concretely suggest how ICANN could implement them to become more legitimate and effective in the 21st century.



## What Happens Next?

### STAGE 2 – PROPOSAL DEVELOPMENT

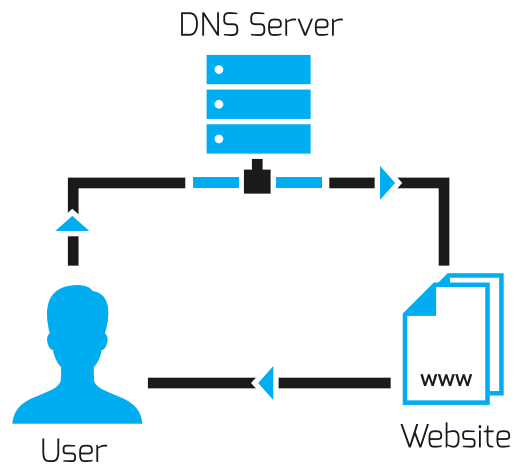
After our Idea Generation stage ends, the MSI Panel will review ideas, use them to write up Blog Posts in collaboration with research support from the GovLab. Posts will summarize key themes and topics for innovation to begin developing concrete proposals to ICANN.

You’ll be able to comment on the blog posts and provide input via ReadrBoard, an in-line annotation tool that lets you comment on every word and sentence as you see fit. (Can you imagine using a tool like ReadrBoard to respond, in detail, to ICANN Working Papers?)

### STAGE 3 – COLLABORATIVE DRAFTING

We’ll keep the Blog Posts up for a week, and then, based on your feedback, we will publish Draft Proposals on the GovLab Wiki, where you can collaborate with the MSI panel to fine-tune and edit concrete proposals that ICANN can begin to test right away – and has committed to accept and consider.

# To Help Frame Your Thinking



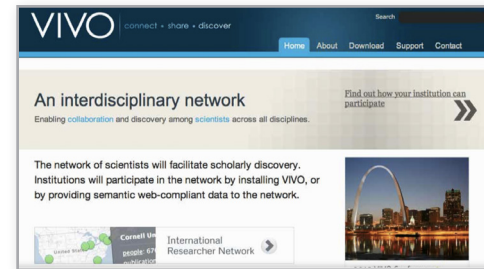
## EXAMPLE ICANN USE CASES

Thinking about innovative approaches to decision-making in a vacuum is difficult. To help you in thinking, here are some of the current technical topics ICANN works on:

- ▶ Making the Domain Name System (DNS) support variants of non-Latin scripts that mean the same thing but are visually distinct. For example, “.游戏” in simplified Chinese vs. “.遊戲” in traditional Chinese for “.games.”
- ▶ Eliminating the possibility of “name collisions” – what happens when newly delegated strings conflict in the DNS with strings already in use. For example, the applied-for top-level domain “.home” conflicts with “.home” as used in internal enterprise systems; and
- ▶ Evolving what the next generation system for Whois – a public database of domain registration data – should look like.

# Example Innovations ICANN Could Learn From

What do we mean by innovative tools and approaches for decision-making ICANN could adopt? Here are some examples:



In the U.S., the Federal Drug Administration (FDA) is using new technology to get better expertise into decision-making. Specifically, the FDA is using VIVO – an expert network connecting scientists and researchers across institutions – to help the agency more quickly and effectively identify those with technical know-how and experience who could help determine whether a new medical device is safe.

The European Commission is crowdsourcing ideas for the future of European policy by using the Futurium, an online debate platform that allows policymakers to not only consult citizens, but to collaborate and “co-create” solutions together.



Open data is another relevant innovation being used. In Burkina Faso, the government is putting its contracts with the mining sector up on line – a practice called “open contracting” – and engaging the public and researchers to more easily search and analyze them to make sure companies are complying with regulations.

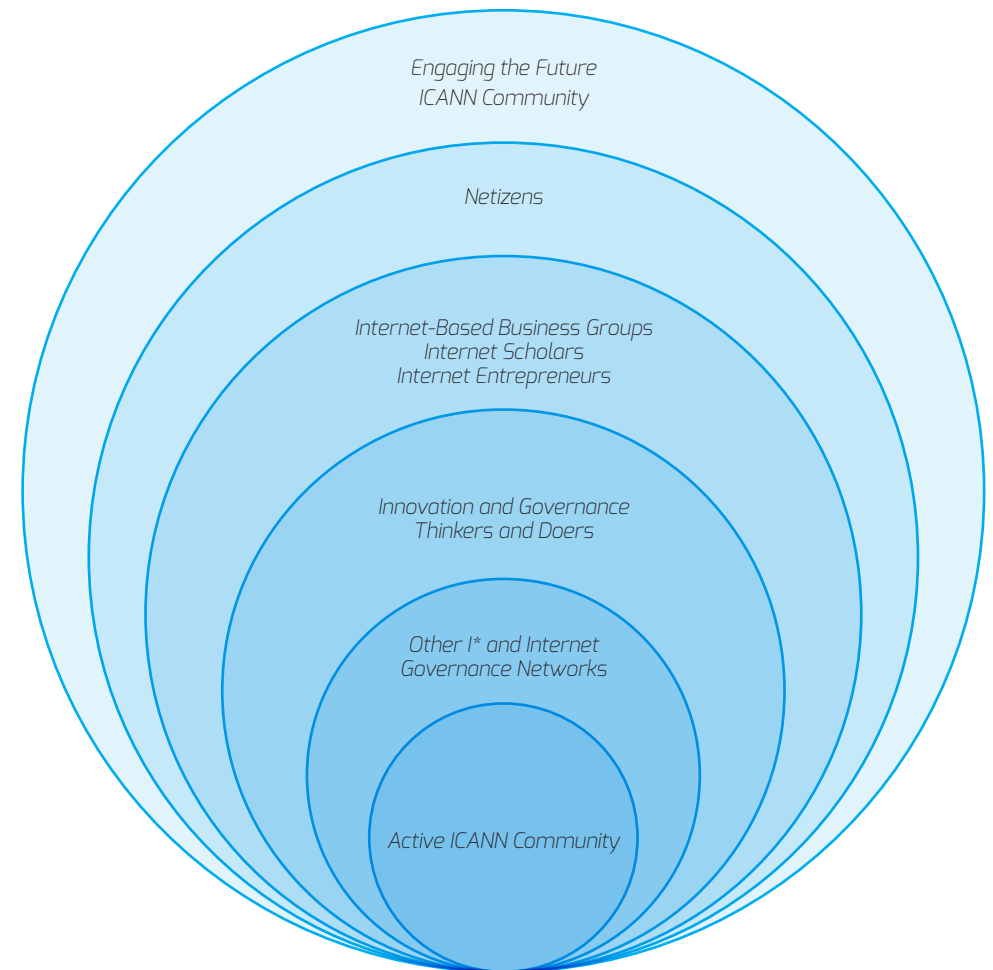
## Example Ideas We've Been Thinking About

How could you apply the above innovative approaches and tools, along with others, to what ICANN does and how it operates? Here are some initial experiment ideas the MSI Panel has:

- ▶ ICANN should use a **brainstorming platform** like Ideascale to spot issues and help generate global and diverse input for drafting and sourcing Issue Reports.
- ▶ ICANN should use **expert networking** tools like VIVO to find experts for working groups with the know-how to decide what must be accomplished.
- ▶ ICANN should make all projects subject to **open peer review** as a way to get more people involved in understanding what works.
- ▶ All ICANN contracts should be written and published using open and consistent data standards aligned with international **open contracting** norms.

## Spreading the Word

While the MSI Panel members have been selected because of their cross-disciplinary expertise, seven people alone don't suppose to have all the answers in how to best design a 21st century participatory institution. That's why we need your help. Coordination of the DNS is too important to the stability, security, and reliability of the Internet for us not to engage widely and wisely in this important charge.



## What You Can Do To Help

Here are the steps you can take to help us get all relevant and affected stakeholders engaged:

- ▶ Add ideas and encourage members of your network/community/region to contribute ideas to the Ideascale community site by providing them with the link: <http://thegovlab.ideascale.com>. Note the site supports use and submission in many languages.
- ▶ To inspire participation and learn how to contribute, watch and share a video The GovLab made for the launch of this distributed campaign: <https://vimeo.com/govlab/review/79514612/7f1c17e62b>.
- ▶ Broadcast this campaign widely within your network. You can share a link to a Call To Action post we've published that explains the campaign and how to get involved (which is available here: <http://thegovlab.org/live-a-call-to-action-help-us-design-a-21st-century-icann/>), or repost the Call To Action on your website edited to fit your needs.
- ▶ Share this information within your community and network via mailing lists and listserves.
- ▶ Use social media platforms such as Facebook or Twitter to spread the word about the campaign. Use the #WeCANN hashtag!
- ▶ Host your own brainstorming forum sometime over the next 6 weeks and share ideas generated back with the MSI Panel at [@icannmsipanel@thegovlab.org](https://twitter.com/icannmsipanel). Feel free to capture your ideas via video to share with the Panel and the public, too.

## Helpful Resources & Links:

- ▶ To better understand what ICANN does, how its policy development processes and structures work today, and the challenges it faces as Internet connectivity expands and evolves, read two ICANN Primers The GovLab prepared – “Understanding the Technical and Business Functions of ICANN” and the “Primer on the Internet Corporation for Assigned Names and Numbers”: <http://thegovlab.org/new-publications-primers-on-the-internet-corporation-for-assigned-names-numbers-icann>.
- ▶ To learn about The GovLab and its Living Labs Projects on Smarter Governance aimed at studying and experimenting new ways to innovate and improve how our institutions govern in the 21st century: <http://livinglabs.thegovlab.org>.
- ▶ To follow important weekly Internet governance news, check out The GovLab SCAN: Selected Curation of Articles on Net-governance every Friday: <http://thegovlab.org/blog>.

For updates on how to participate and to follow the progress of the campaign:

- ▶ Follow The GovLab on Twitter @TheGovLab and follow the #WeCANN hashtag.
- ▶ Get updates on the project on The GovLab Blog: <http://thegovlab.org/blog/> and on The GovLab and ICANN project pages: <http://thegovlab.org/sourcing-expertise/> and <http://www.icann.org/en/about/planning/strategic-engagement/multistakeholder-innovation>.







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