

Welcome to the Strategic Outlook Trend Identification Session

While we are waiting for the session to begin, please.....

Access Jamboard

Please ensure you can access the Jamboard, link will be posted in zoom chat.

Try Jamboard

Once you log in, please practice using Jamboard on the first frame (page)

Turn on Your Camera

We encourage, to the extent of your preference, turn on your camera and engage with each other during this session

Sessions are NOT recorded

Strategic Outlook Trend Identification Sessions



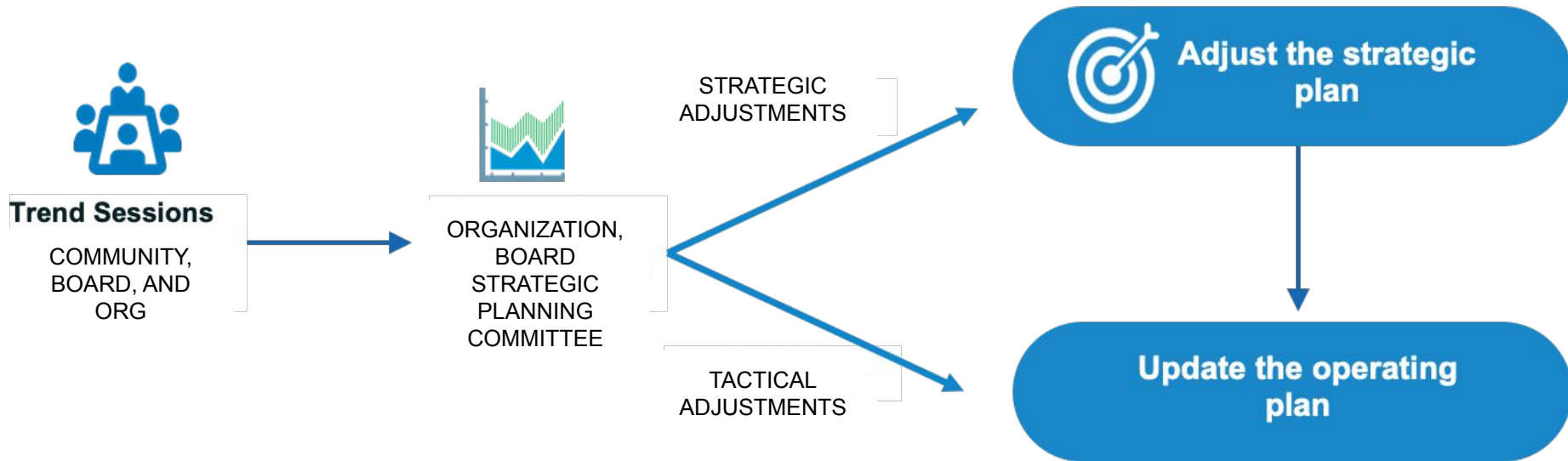
ICANN Planning Team

March - May 2023

Session Agenda

1. Welcome (5')
2. Plenary presentation of Strategic Outlook process (5')
3. Breakout into sub-groups: trends identification exercise (50')
4. BREAK (10')
5. Return to plenary: share highlights from each sub-group (35')
& discussion
6. Vote (individually) for top three priorities (10')
7. Final wrap-up / Adjourn (5')

Objectives of the Strategic Outlook Program



- The Strategic Outlook Program is an annual process to ensure ICANN has a consistent way to:
 - Identify and track trends
 - Prepare for opportunities
 - Mitigate or avoid challenges
 - Inform the strategic planning process
- The Board Strategic Planning Committee has oversight over the annual strategic outlook (trends) process and assesses the impacts of trends and shifts, and recommends to the Board any impact to the Strategic Plan

Strategic Plan Structure

Mission

- Why the organization exists, its purpose

Vision

- What the organization aims for (the North star, our direction). A (realistic) desired future state of the organization

Strategic objectives

1. Security
2. Governance
3. Unique Identifier Systems
4. Geopolitics
5. Financials

- Critical outcomes identified as necessary to successfully serve the mission and fulfill the vision.

Strategic Goals

- Specific accomplishments necessary to achieve the corresponding strategic objective.

Targeted Outcomes

- What success looks like. Simple statements to illustrate what achieving a strategic goal looks like.

Strategic Risks

- External or internal factors that may impact pursuit of a strategic goal.

[Link to ICANN Strategic Plan](#)

Summary – FY24 Top-Priority Trends

Security

➔ 2.2 Issue relating to Domain Name System security threats remains a topic of focus. This includes the issue of any potential to erode the public trust in the Internet.

1.15 The topic of DNS abuse and DNS security threats continues to be widely discussed within the ICANN community.

➔ Progress within the community to agree on the definition of the problem and the correct mechanism toward solutions has been slow. Items listed as DNS security threats are within ICANN's remit; however, many other examples of abuse discussed in some sectors of the community, while malicious, are outside of ICANN's remit as they pertain to content.

Unique Identifier Systems

➔ 1.07 There is a perception that alternative namespaces could potentially threaten the relevance of DNS and the IANA functions are putting pressure on ICANN and requiring ICANN to be more responsive to the emerging identifier technologies.

Governance

➔ 3.1 The continued challenges associated with complex policy development and implementation work are testing the ability of ICANN's multistakeholder model to support efficient and effective decision-making processes.

➔ 1.01 Inclusiveness, transparency, accountability, and openness remain the key elements of the ICANN's multistakeholder model. The prolonged, mainly virtual settings challenge the process of attracting and onboarding active and effective volunteers in ICANN's technical and policy work. Ensuring a truly inclusive and accessible model remains critical to ICANN's multistakeholder model within the current landscape.

Geopolitics

➔ 3.7 Efforts to regulate or legislate the Internet continue to intensify, and the current geopolitical landscape has added pressure. This could lead to policy fragmentation within the internet ecosystem.

Summary – FY24 Other Trends

Governance

➔ 1.04 The public's trust in the legitimacy of the multistakeholder model (MSM) can be affected by the influence of parties who oppose it. There continues to be a need to create greater awareness of ICANN's role and remit and the legitimacy of the ICANN MSM through public communications.

Financials

➔ 1.14 Prioritization and implementation is becoming more critical to continue supporting the needs and demands of ICANN's global community.

➔ 1.02 : Although ICANN's current financial position is promising, the shift of user behavior to rely on online platforms, the uncertainty of the global economic climate, and upcoming implementation costs may impact ICANN's long-term funding.

Unique Identifier Systems

➔ 1.13 As ICANN is getting closer to launch the next round of New gTLDs, pressure to address UA issues continues to increase to support a multilingual Internet.

➔ 1.16 There are perceived concerns of whether the New gTLD SubPro can solve some of the outstanding issues, such as inclusivity, affordability, geographical diversity and security for the benefit of the global internet users and public interest.

Trends Identification Exercise

- Step 1: Form subgroups (5')
 - Find your assigned room's board in Jamboard (link in chat)
- Step 2: Brainstorm (in subgroups) (45')
 - (individually) Take a few minutes to write down trend ideas using Jamboard sticky note
 - Affix your post-its to the poster, where they fit best
 - Share ideas within your subgroup, consolidate and formulate trends and impacts that the subgroup agrees upon
- Step 3: Break (10')
- Step 4: Debriefing (35')
 - Each group nominates a speaker who highlights 2 or 3 main trends
- Step 5: voting (10')
 - Vote for your top 3 priorities (individually and for any 3 stickies)



Use Jamboard sticky notes



Write full sentences (state your point fully)



Designate a presenter for your subgroup



Drag the "x" to vote your top 3 priorities (done after Step 4: Debrief)

Jamboard

| Strategic Objectives | What are current or future trends related to this Strategic Objective? <ul style="list-style-type: none"> • Are there new relevant trends that need to be considered? • How have the previous year's trends evolved/changed? | What impacts do you foresee for ICANN over the next 3-5 years? | |
|--|---|--|--|
| | | What are Risks or Threats associated with these trends for ICANN? | What are some Opportunities or Suggested Actions? |
| Security (systems security - DNS, Root Server System, ICANN's systems, Internet of Things, DNS abuse) | | | |
| ICANN's Governance (multistakeholder model efficiency & effectiveness, transparency & accountability, inclusiveness & openness) | | | |
| Unique Identifier Systems (evolution of the unique identifiers system, external technology advancement, universal acceptance & IDNs) | | | |
| Geopolitics (Legislation & regulation, globalization, role of Internet, openness and interoperability of Internet) | | | |
| Financials (Funding and costing, domain name industry economics, prioritization and implementation) | | | |
| What other trends affect ICANN? | | | |

Questions posed to participants

- **Evaluation of ICANN's [strategic plan](#):**
 - Five Strategic Objectives: Security / ICANN's Governance / Unique Identifier Systems / Geopolitics / Financials
- **Trends:**
 - Are there new trends that need to be considered in the next 3-5 years? Keep as forward looking as possible.
 - Do the previous years' trends still apply? Any noticeable shifts?
- **Impacts:**
 - What impacts do you foresee for ICANN, by when? What are Risks or Threats associated with these trends for ICANN? What are some Opportunities or Suggested Actions?
 - How might the trends affect ICANN's strategic objectives?
- **Priorities:**
 - Considering the trends, risks, and opportunities identified, which do you suggest as top priorities for ICANN to consider?

Jamboard demo



FY25 Strategic Outlook Trend Identification Session



Click on the arrows to go to your room's board

↶ ↷ 🔍 Set background Clear frame

Click here to create a Sticky Note



Welcome to the Strategic Outlook Trend Identification Session Jamboard!



Try to leave a sticky note on this page, you can say anything.

Feel free to personalize your notes with different colors.

Try to vote: drag the "X" on your right side to anywhere on the sticky note to vote for a color below.

Drag an X to a Sticky Note to vote

Vote for Orange

Vote for Pink

Vote for Green

Vote for Yellow



Remember to pick a speaker for your group

Welcome back

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Next Steps & Resources

- **Phase 1 March – April:**
 - Trend Sessions with Org, Community & Board
- **Phase 2 May – July:**
 - Trend analysis by Org
 - Publication of data from Community sessions on [Strategic Planning web page](#) on icann.org
- **Phase 3 July – October:**
 - Org prepares Impact assessment & considerations for future plans
 - Board Strategic Planning Committee evaluation and Board resolution
 - Publication of the Strategic Outlook Trend report

Thank you



Thank You and Questions

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How it fits in the Planning Process



The process of defining ICANN's strategic direction, including its mission, vision, strategic objectives and goals.

The process of determining key initiatives (Operating Initiatives) and what each functional area plans to do (Functional Activities), to achieve the strategic plan.

The process of allocating resources to planned activities, and prioritize activities as needed.

The process of explaining the achievement via a series of mechanisms.

ICANN's Strategic Objectives for FY21-FY25



On **Security**: Strengthen the security of the Domain Name System and the DNS Root Server System.



On **ICANN's Governance**: Improve the effectiveness of ICANN's multistakeholder model of governance.



On **Unique Identifier Systems**: Evolve the unique identifier systems in coordination and collaboration with relevant parties to continue to serve the needs of the global Internet user base.



On **Geopolitics**: Address geopolitical issues impacting ICANN's mission to ensure a single and globally interoperable Internet.



On **Financials**: Ensure ICANN's long-term financial sustainability.

[Link to ICANN Strategic Plan](#)

Outcomes from last year

13 strategic outlook sessions

- 5 stakeholder group sessions*
- 1 Board session
- 1 exec session
- 6 org cross-functional sessions

261 participants

- 93 community members
- 19 Board members
- 137 org members
- 12 executives



1016 data elements collected

- 771 trend statements
- 142 risks or threats
- 103 suggested actions or opportunities

- On 16 November 2022, after considering the FY24 strategic trends assessment, the ICANN Board [resolved](#) to keep the [Strategic Plan](#) for fiscal years 2021-2025 in force and unchanged.
- Following that decision, the [FY24 Strategic Outlook Trend report](#) was published.