ICANN
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Joan Kerr: We're so happy you're here. Now because we're a small group, I just want to say that we're probably going to do a thing like sweep the floor, get to work, kind of thing. So if you're here to work, you're in the right place. You don't like that do you? No, okay. We'll get off that. So we have a number of speakers today for this session. And just so you are aware, we're at the Celebrating (unintelligible) Friday Engagement in ICANN. And we are in the process of trying to educate people about what NPOC does and how they can participate in ICANN as a whole.

And so with that, I'd like to turn it off to (Sam Lanfranco).

Sam Lanfranco: Okay, thank you Joan Kerr. Sam Lanfranco for the record. What I'm going to do at this point is just say a few words to just set the context of the discussion and back and forth today just to give us a context. And then I'll turn it over to Jimson from the business constituency to say a bit about it from his perspective. And the context has two parts to it as far as I'm concerned. The one is at the beginning of the internet, I remember those discussions with

people saying it's not real. It's virtual. It's over there. It's not here. That discuss is gone.

It's here. It's real. We don't argue about that anymore. So the real challenge for our constituency the not for profit NGO, civil society sector is what does- how do we live in this space? And how do we interact with the rules and regulations that govern how the space works? In other words, how do we involved ourselves in internet governance? Not just because we want to be involved in it, but it affects how we do what we do. And so, what we'll be doing today very quickly just to sketch them out is we've got the nonprofit and NGO sector trying to figure out what's their position in this? Is what I call what is their rights and obligations of citizenship in the internet ecosystem and how do they do what they're going to do there?

There's ICANN, the multi-stakeholder organization that we're under the umbrella that wants greater involvement from this constituency in its policy making so there's a mutuality of interest there. But ICANN has resources the not for profit sector cannot do. And then there's NPOC. This constituency group inside ICANN trying to do two things. One is to increase the input into ICANN's policy making, not just with respect to how it affects the not for profit sector. But how it affects those issues that they deal with in the world around social justice and so forth. And how do we, as NPOC, also raise a level of awareness and understanding within the NGO of not for profit civil society communities?

So it's those three things, the NGO interest. The ICANN interest, the NPOC interest within this area of the rights and obligations of citizenship in the internet ecosystem and engagement and policy. So we're going to look at that from various standpoints and very few points and I'm going to stop there. I will say a little bit more about that later. What I'd like to pass this on to the business community.

Jimson Olufuye: Thank you very much (Tran) and Sam for inviting me. My name is Jimson Olufuye. As we get to background, I'm the CEO of Kontemporary Konsulting, (unintelligible) in Abuja, Nigeria, and I'm also the Chair for the Africa AflCTA Alliance. This is an alliance of AflCTA associations, companies across Africa. And currently we have membership in 27 African countries. So Africa is a member of the business constituency with ICANN. In fact, we are part of it due to one of the provisions, the basic charter, that enables associations or organization that present business interest to be a member of the BC.

So what we're discussing today is quite relevant because in a way, Africa is also an NGO. Africa is not designed to make profit by sell. So and it also represents interests in times of advocacy and (unintelligible). So since I'm representing AflCTA here, I think it would be good to bring about what BC is all about. I task greatest space for sector and members to read the views within ICANN itself.

As you know, BC has been quite active within ICANN and BC generally represent the interest of business users of the internet, commercial and business users of the internet. And focus is basically to ensure that as customers of registries and registrars that the internet remain stable, secure and resilient for businesses. So it would- we're looking forward to maturity of the internet (unintelligible) in Africa. So this focus is quite important for us.

So also the mission of the business constituency is to ensure that ICANN policy positions are consistent with the development of an internet that promotes end user confidence on the internet. Because it is a safe place to do business. And it's also an environment in which the competitiveness and the supply of registry and registrar related services. We use these services a lot as I said, I have a firm business in Abuja. And we work on the task centers and relate to where would the registries and registrars.

So BC is interested and very committed to promoting user unique identities on the internet. So we are committed to ensuring that users, their identity are

unique and it is promoted. So that is all of the original point. If you are going to be a member of the BC, if you do have a domain, if you're escorting official media or reason we don't, right now, we do not accept such business entities. So you need to have a domain to demonstrate your identity, unique identity on the internet. And by that, you provide customer confidence. And then assurance on the internet. It's still a good place to do business.

So in this regard, we fully support the domain system. And we participated in the recently concluded IANA transition process, even though (unintelligible). Well the IANA process is being led by the private sector as you all know. And the private sector is composed of business and civil society, academia and technical community. So, in our hands we believe the (unintelligible) should flourish more. So that is why I welcome this meeting and opportunity for us to cooperate for interact more. And to see all the benefits we are driving and encourage many others to have their voices heard.

So we believe there will be more individual products and services going forward. So we must continue to engage in this form. Along the line, we also looked in new development like this (DOA) digital object architecture. We looking at this seriously because it will do a task on some of identifiers and (unintelligible). We see that many people (unintelligible) from management. Like ICANN, DNS in ICANN is (unintelligible) that that of due is not. And is being championed by a number of governments that we know they have challenges with freedom of expression and association and free flow of information.

So the identifiers, of course, as many of us know, is like the inverse of the current identifier, the DNS. But the (Savlas) (unintelligible) being controlled by government. So one thing that is clear is that we are part of this and this, the ecosystem is open to all stakeholders. So that is a major advantage and we- I don't think we need to see it as any threat. What we need to continue to reach out to others so that they can see value in what we are doing.

So with regard to outreach, outreach is very key. We need to bring new voices to the table to diversify our constituencies. Over the past three years, BC has really diversified. At least you can see me here, I'm the Vice Chair for Finance and Operation of ICANN of BC. Over the past three years, we have recorded about 18% growth in diversity. There was no presence in Africa before this year. Right now, about at least 18% of membership from those, the South region. And what did we do? We provide our own funding as well to complement ICANN funding. We do take some membership fees. But we find that as I came in and I recommended reduction and the members accepted the recommendation. So members from developing counties paid only 30% of the fees that big companies normally pay from developed countries.

So what I believe NPOC, an organization like the BC and even (VTAC) and (Syllogize), we are more business focused. But there are many other out there that are more focused on basic internet freedom. They are more focused on (unintelligible) protection, you know and so on and so forth, online protection. And as such, they need to be engaged. They need to be bring into- they need to be brought into this discussion.

So I agree with you. The internet is here, but we need to reach out to bring others in true collaboration to enlightenment and so forth. Thank you.

Martin Silva: Yes, Martin Silva for the record. Can I ask a question for the BC community? What would you say is the difference in the interest that the intellectual property constituency and the business constituency have? What different interest do they usually encounter when they do policy?

Jimson Olufuye: Yes, the intellectual property as you say it, intellectual property. So they are more about the brands, very key. So you find them working more with the WIPO and other more intellectual property organizations. And we know some of the works have been quite beneficial in the areas where there wasn't consideration for intellectual property before. So but BC basically we are

concerned more about whatever can erode consumer confidence. So things like compliance, things like abuse, to mean abuse spamming and things like that. They are quite the issues for us. Like in Nigeria, where I work, the domain wherein I work, I'm also concerned. That's why I'm engaged. I'm concerned that if nothing is done about the issue of abuse, then it will erode confidence on the internet. And my business lives on the internet. So those are some of the differences. Thank you.

Joan Kerr: Thank you, Jimson. That was great. This is the second time I've heard the BC today and learned lots of things. I had an invitation to join you as well. So if there are no other questions, we'll like to ask (Nigel) from staff to do his presentation and please state your name. I'm bound to tell you that.

Nigel Hickson: Of course for the record, we always have to state our name, Nigel Hickson. I work for government engagement which is a team in the ICANN organization that, sort of, has a relationship with principally UN missions in both Geneva and New York. And I- my role is in Geneva in having relationships with international government organizations such as the UN and the ITU and WIPO and, the OECD and CSTD and WTO and a number of other organizations. And so my work is on internet governance and I'll try and put it in the context of our reaches.

It's very good to talk to you. I know on the chat is my good friend (Klaus). It's good to see him virtually and we miss him physically here. So in ICANN, of course, our mission is in relation to the domain name system. And there's been a lot of talk about the mission of ICANN as codified in the IANA transition process. And the mission is very important to us. Part of the mission, of course, is in relation to the interofferability and the singularity of the domain name system. And that's where I think our work on internet governance comes in. We get involved in various internet governance issues in both a way to issue like safeguard the mission of ICANN and to ensure that other organizations, other governments, other international governmental

organizations understand what ICANN is all about. So that really is our mission in terms of government engagement.

I'll also note that in terms of my, sort of, affiliation, the cross-community work on internet governance is mentioned here and thank you for that because I want to stress a number of you are involved in the cross-community work and internet governance from time to time. This was a cross community working group set up, I think in Buenos Aires, in 2012. And essentially, the working group which is made up of, of course, cross community members, looks at internet governance issues. Advises the ICANN organization on what they think the priority on internet governance issues are. Takes part in internet governance, sort of, discussions whether they're at the ITU or the UN or the Internet Governance Forum. And generally gets involved in the process. And certainly we, as the ICANN organization very much welcome that. Because we think it's very important.

And I think this really relates to the outreach. Because before I was in government engagement, you know, it's just no good ICANN just sticking to its mission, putting a roof over its head and pretending that the outside world doesn't exist. You know, we could issue the best domain names in the world. We could issue gold domain names. We could issue domain names that satisfy everyone. We could do lots of things as ICANN. We could have the best processes in the world. We could run the best meetings in the world. We could have the best cocktails in the world. But use is that? Are governments impressed by that? Is the ITU impressed by that? Is the United Nations impressed by that? Is the World Intellectual Property Organization impressed by that? No.

So for them, ICANN is ICANN. ICANN has a function. Gone today- here today, gone tomorrow. The UN, Security Council Resolution, yes, perhaps we'll do it in the future. ICANN '98 to 2015 or 2017. Had an inning, done quite well. Let someone else have a go. Now you might say, what rubbish. And it is probably at this time. But our outreach in terms of reaching out to

organizations, in reaching out to governments, in reaching out to missions, is to try and educate them to try and show them what ICANN does. How we use the multi-stakeholder model which Jimson has outlined to actually benefit the whole community.

Why what ICANN does is important in the wider internet governance system and why we believe that we should continue doing this work. And in doing this work we benefit society. And that, of course, is where this whole work that you do comes in. Because there is no good just saying to governments, you know, we do a good job. They say well you do a good job. You do a good job in what sense? Why do you ICANN do a good job? You know why couldn't someone else do a good job as well? What do you do? Update a few root servers and publish a few books and, you know, do this and that. And domain names have a few contracts. Why couldn't someone else do that? Explain to us why you're doing a good job.

And in that explanation, of course, we have to say well, the community. The community outreach, the fact that the community outreaches to people. That it tries to make people outside of the ICANN community understand more about the domain name system. That it tries to make them understand how they can use domain names to benefit themselves whether they're businesses, whether they're in civil society, whether they're users. How they can use international domain names. And that has to be something that we do. That has to be part of the remit. We have to have this outreach. We have to go into the different communities. We have to as Jimson has done so much work in this area and his constituencies. We have to be able to, if you like, tell people what it's all about.

As Sam has often said to me in meetings, and I've learned a lot from Sam and (Klaus) in terms of what this is about. I'm new to this game. I was just a mere government official until 2012 when I accidentally stumbled upon ICANN and, you know, it's one of those things. But and people have taught me a lot about the need to be able to actually, you know, tell people about

what ICANN is about. To tell them what the domain name system is about. To tell them what domains are about. To tell them about the security of domains. To tell them about how they can, you know, use domains in a more, sort of, educated and professional way. And I think that's so important.

We know there's lots of NGOs. There's lots of small businesses out there that could use domains in a much better way for their advantage, for businesses advantage and for society's advantage in general. So that's part of the story. That's why, I think, I certainly work at ICANN in terms of relationship with international government organizations and missions. It's to ensure that ICANN can continue to do this work and is respected for this work. And has a capacity to follow it on. Thank you.

Joan Kerr: That's great (Nigel). I think you're just more than my government employee-I've spoken about with you. You're always so friendly and so jolly and full of lots of information. So thank you very much. But Jimson, I have a question for you from a remote participant, actually one of NPOC's Excon members. We're exploring a membership fee NPOC membership fee-based, sort of development, we're exploring it. So maybe you could talk a little bit about your membership fees and how you came about them. And I know from this morning, I thought I heard that they were a three-tier strategy. So if you could tell us a little bit about that. That would be really great.

Jimson Olufuye: Thank you very much. This is Jimson. We do know that if you do not place value on something, you may not really value it. You have to place a value to really value it. So we feel there should be some mechanism to get that level of value you are placing on this work. There's a lot of work doing here. And but at the same time, it should be reasonably set. So when I joined the BC as the category of membership, three categories. Category 1, you have large companies and truly they are large companies, you know, Google, Facebook. Then you have the medium size. By the way, those large companies, they cover all regions, all ICANN regions. And then the Category 2 are those that cover just one region, could be based say in Latin America alone or based in

Africa alone or Asia or North America. And in that category, we have associations. There are associations that those are regionally focused like a sector and they're also do the nationally focus. They will belong to Category 3.

So the fir category large organization that cover around the world. The Category 2 does that just with their region. And Category 3 is small business and be only nationally based companies and associations. So there are different categories of fees for them. We have a range in terms of earning or income or what have you. So for Category 2 and 3, that- but it applies to all categories. So we introduce a fee process. First that if you are from developing countries, based on United Nation standards, you have 70% discount. So, that was proposed to members and it was unanimously adopted. So you file that. You can just be less than the say $100, you know. And it applies to big companies, whether in India or big companies in Latin America and Africa and also small companies and so on and so forth.

So that is the way it is structured. And we also have an easy payment class whereby you just- once you apply. There is a (unintelligible) committee. Once you are approved, then you'll be given an invoice and on the invoice you receive just do a click and you get the payment gets way right on your desk. You can just make your payment with your credit card or debit card. And you are in and once it comes in, you're welcome. Given all the opportunities to contribute and add value.

Joan Kerr: Thank you. You have a question?

Man: Yes, an operational on that. Who in the BC holds the ownership of the bank account or the (unintelligible) invoices? I mean how do you manage that? Do you have like is the BC a legal entity or is persons only?

Jimson Olufuye: Excellent question. This is Jimson speaking. That being a major challenge for the BC as an entity since 1998. When I became the Vice Chair in

Operation, I was able to find solution to that. So when consultation with other stakeholders, made extensive research. So right now, this is a legal entity registered in D.C. We have our EIN. And we went through that process by engaging a general counsel. So with the general counsel, as part of the amendment to our charter. So we have a position of general counsel in our charter. So we can engage anybody as our general counsel under responsibilities to maintain our registrar office in a snail mail system and also oversees the registration of our accounts, you know, in the bank. And file tax returns and so on and so forth. And as opposed to the Vice Chair Finance and Operation.

So once the, like the outreach committee, they made a determination to do some outreach and they approve from funding. Then the Vice Chair directs the counsel to release funds. Of course, with consultation with the executive committee.

Joan Kerr: Thank you. That's really great news. Like we probably will be asking a lot more- not you, but the BC a lot more questions about their fees, I'm sure in the future. Before I get to (Adam). There's a question for (Nigel). When you go out- and this is- I really want to have this answered too. When you go out to promote and talk about ICANN, do you talk about how NGOs can become part of the process and how they can join different groups? And tell us about what you tell them about the involvement basis.

Nigel Hickson: Yes, thanks very much, yes. I mean clearly I'm in the- ICANN has as you know as a global stakeholder engagement team which is- has presence in the different regions around the globe. And part of their mission is to engage with a whole variety of actors and to tell them about ICANN and how they can be involved in ICANN. And it's exactly the same with ours in the government team. I mean although, you know, our day-to-day government engagement is with governments and with international government organizations. Of course, we come across NGOs. I sit alongside NGOs in the UN very often. And it's amazing the amount of NGOs there are in Geneva doing such a wide

range of incredible work in terms of child protection issues, in terms of environmental issues, in terms of disarmament issues and peace and security.

And yes, we have the chance sometimes to talk to them about what ICANN does. I mean, of course, for some it's not relevant. But for others, you know, it has some relevance. And we're able to tell them and give them the necessary information. I mean I'll be honest with you. We don't often get down to the- you know, we don't often get the chance that often in a general meeting to get down to the, sort of, different ICANN constituencies and how it's all broken down. But we do say that there are, you know, there are areas that you can come along to at ICANN and feel at home. I mean I think this is the essence is often to get people to understand what ICANN is all about. If they're interested in following it up, then certainly, you know, there is lots of information we can provide.

And one of the great things about- when people do turn up and occasionally like Copenhagen. You know, a few people had been in Geneva. Okay, you know, the flights aren't too expensive to Geneva. We'll come along. Give a go for a couple of days, drinking coffee and see what you're like. And people come along and they are welcomed at ICANN meetings and they often turn around and say, you know, this is quite remarkable this ICANN. I mean it's pretty slipping confusing. But it's, you know, as open organization that welcomes people and, you know, groups like yourself. I think it, yeah, very constructive.

Joan Kerr: So that's a great opening for (Adam) to- you wanted to talk about the outreach and also the procedures. If you could just cover that.

Jimson Olufuye: Okay, this is Jimson. First to let you know that information about pricing or fees, categories on the website, BC website, www.bisconst.org. And secondly to- this Jimson- secondly to really commend (Nigel). He's doing a great job at the United Nations. And we see- when I see ICANN active

relevance in really day-to-day, going from day-to-day, you know, operation of the UN organization but it's like (CSTD). I'm always happy. Like ICANN got very good commendation on the transcription facility and provided. So we need to do more of that. I trust you are able to continue in the process. Thank you, (Nigel).

Adam Peake: Thank you very much. My name's Adam Peake and I'm also a member of ICANN staff. I'm responsible for civil society engagement which under the global stakeholder engagement team that (Nigel) just mentioned. And I think, following on from what (Nigel) just said, one of the things that would happen is that if I know that (Nigel) is going to a particular UN consultation in Geneva. Then I ought to be giving him a few talking points to make sure that he's aware, again, of you know, that the NPOC interest is in this one. That there is an at large community that may also be of interest to certain people from the not for profit world there.

And conversely, the same. I may be going to a meeting that's primarily for not for profits or for academics, but you may know there's going to be an IGO then to the governmental organization and so on and so forth. And we have resources where I can go and see general talking points about what are the issues that are important to them at the moment. One of the things that (Nigel) is briefing on and I can see what his priorities are. I can see issues to avoid and, you know, and when to stop, actually which is where I should probably stop on this now.

But, you know, because we don't want to say too much. I'm not an expert, but he can give me enough information that the person who's interested can then follow up. So something that (Nigel) says will then direct that person with enough knowledge to yourselves or to the at large or to other parts of ICANN or the business constituency. You'll receive briefing documents or there's talking points and briefing documents available for all of us.

Talking a little bit about financing and I think this is something I'm not, for the constituency groups with in ICANN, I'm not expert on this at all. But it's something that I do know that most of the groups have struggled with it at some point. Incorporating or creating a legal entity is quite hard. Because it is in itself costly and it takes overhead. The- I think- I'm not sure what the status is of the different groups and you mentioned about the business constituency. But he NCUC which does not have the non-commercial users' constituency which does not have membership fees, but has gone out to funders and donors and received money over the years has a bank account. And it's held by an individual. And they manage it in such a way that the individual is not liable for tax. And that is the risk is that if it's in my name, then a tax authority may look at it and think of it as my income.

But there's a lot of all of the constituencies have different issues. And I think talking to them, and also to the staff, who probably collate those issues, will help you understand which will work best for you. But there's different models. One thing to avoid and it sounds terrible. We should all avoid the tax liability on something that is basically your money and not somebody's, you know, a misunderstanding that it looks like (Adam)'s money just because it's in (Adam)'s bank account for NPOC.

Talking about participation, so I mean there's- from a not for profit point of view, it's really the way we usually encourage people is to begin at the beginning which is you see tomorrow will be a newcomer's day. So that's how you walk in the door if you're just somebody who's seen an interest in ICANN. And you can be from any stakeholder group, any constituency business, or government or anything. And you should hear a general instruction from different parts of the community and different parts of the staff on what happens in ICANN, you know, what we do generally in the broadest terms.

For a not for profit organization, I spend my time explaining to people that the operational concerns constituency is about people who care how not for profit

organizations use the DNS. How does it facilitate their missions? I think we forget that domain names are interesting things. First of all, we often think of them as being owned. I have a domain name. I think of it as mine. But it's on a lease. And the first thing is to remind people these things are leased and you have to repay for them every year. Because if you don't repay every year or whatever contract period you may have had, you potentially will lose it.

There was a time when if you didn't pay, as soon as you didn't pay, you lost that name. One of the things that happened in the early days of ICANN and this is the important thing about how and why we get involved as not for profit organizations and business for not for profit organizations. Is that they built in safeguards in the policy process so that you don't immediately lose it. There's a grace period where at some point the domain name goes blank. So if you're- if it's your webpage, it won't resolve. But you still have the opportunity if you see that to get that name back. It may cost you more money depending on the contractual arrangement. But these are the types of polices that people have worked on over the years that are providing safeguards for all users of the domain name system.

But very often, particularly, for small organizations who don't have the sophisticated understanding of all this stuff and particularly for not for profit organizations who lost names. Famous one is one of the largest, and you know them well (Nigel), Congo in, which is the Federation of NGOs. I think it's the largest confederation of NGOs. They lost their name. Used to be Congo.org. Lost it 12 years ago, I should think because of this situation. People forgot to renew. Because Congo.org really is only $12 a year, but the value within that name, think of what's the value- IBM is $12.com, but the value within that name is massive. It's millions and billions of dollars. It's their main branding that exists today.

So it's like all of the television adverts in the world rolled into three letters.com Congo, you know, we can put enormous value into something that's actually

quite cheap. And therefore, you can lose it within budget processes. Because it's $12. Who remembers got the thing in the first place? So over the years, we've put in place, ICANN has put in place through the community different ways to protect these sorts of things from happening. And this is the type of work that, you know, NPOC should be continuing looking at. What are the problems that NGOs face? Why do we have problems with the domain names?

Because the domain name system is really- it's our address. It's how we communicate. It's what we are in terms of this, the internet is now real. And that address is where people find us in everything we do. Well unless we use Facebook and so on, but so ICANN is important. It's important because we ensure uniqueness in assignment whether it's into the global assignment of IP addresses so that the internet traffic moves around. But, of course, unique assignment of domain names so that your Gmail whatever it is- sorry not your Gmail, your email. There's a letter mission. Your email will go to the person you want it to, not somebody else. Or the URL will resolve because that's the URL. Otherwise if it's not uniquely assigned, it will go somewhere else and that's the whole point really.

So unique assignment is what ICANN does and it's really the glue that holds the internet together. It's sometimes I think overly blown in terms of the importance of the organization. Sometimes in the UN, you think it's more important than ever, you know, UN security council process that ever goes on. It is important, but we're not, you know, we're quite small really. Just make sure it keeps on working.

Participation, it's open process, isn't it? That's the thing. It's really knowing that those processes are open. You have a choice of organizations that- which one fits your mission? So I think we need to help people participate by explaining the different opportunities within ICANN that are available. And particularly for those who want to ensure that DNS is available to the not for

profit sector, then NPOC is the place to come. And help you develop those policies that ensure that we do retain our domain names so they're useful.

Participation, as I said, it's open. Why is it interesting? NGOs, generally, there are many topics that we touch on in our mission that are relevant to a lot of the missions of not for profit organizations beyond the operational sorts of issues. ICANN doesn't solve privacy issues for the whole internet. But we touch on privacy when it comes to, well WHOIS and RDS. I mean who knew that WHOIS and RDS were data protection and privacy, but they are. So if that's the work you do, then that's of interest to you. ICANN's working on human rights. It doesn't solve human rights for all of the world, but we want to consider it within our mission and the impact that a human rights- well I don't know what it's going to be. Because they're trying to decide on it.

We're talking about jurisdictional issues, interesting little topics, but so trying to encourage people from the not for profit sector to get involved. And then get involved in the policy development processes. We're doing quite a good job across the board for civil society in bringing in new members. Every month, there's new members coming into NPOC. Organizations so this is significant groups coming into the organization. On the other side, there's the non-commercial users' constituency which attracts the individuals. So we're seeing a good number of not for profit, non-commercial interests coming into ICANN. But the important thing now is how do we get those numbers of people transferring over to policy development?

And ICANN policy development is like all policy. This is important stuff. You know, it is critical to functioning of the internet. As I said, unique assignment of domain names means that the internet works. Without it, it doesn't. So the policy you do is important. It's every bit as complex, in many ways, as the type of work that's done by governments and intergovernmental organizations. So people have to be able to understand what the policy development process is. They have to be helped, I think, in probably writing public comment processes. because we have these complex open process

that involve period of writing a report, putting that comment out, that report to public comment, rewriting the report that reflects the public comment, etc. Which is very typical for an administrative process that you see around the world.

But this is us doing it as untrained policy makers. So how do we help people learn to write a public comment? Or learn to write and response to something, learn to see how to evaluate all the different comments? These are things that (Nigel), you know, you were trained to do, I think. And I think this is important- and very well, of course. And you know, but it's something that we should be working on, I think, together. Because it will help you make the policies that you need for NPOC and that's just something that with staff, we can try to think. What is the training that we can move from the number of people who are engaged in ICANN now to people who are actively contributing and writing and making good policy? We do good policy, but we need more people don't good policy.

So, I'll stop there. And I hope- I'm happy for any questions and discussion.

Martin Silva: Yes, I have a question on how to get the numbers to get actually do meaningful policy development work. We are on (unintelligible) program along with a (unintelligible) program that is still been discussed with other constituencies right now. We have a few ideas. We have drafted a few documents with (unintelligible). So that's actually on the table. That's a very hot topic right now inside the constituency and I know that it's also inside all of constituencies.

Joan Kerr: And that was (Martin). I wanted to ask (Nigel) or even (Adam) if have you collected any data from the presentations of what the impact is of people joining ICANN. Because I do the membership and I- one of the questions that's asked is how did you hear about ICANN? And I've never seen something that says something like a presentation from staff or anything like that. Have you collected any data or are there any other constituencies that

people have joined or I'm just wondering? And then I have a follow up question after that, but.

Adam Peake: It's in the- so the non-commercial stakeholders group signup form does ask that question. And I don't have access to the outcome of that form, so I don't know. But generally, you will find that it's the usual sorts of thing, word of mouth. There was the internet governance forum in Mexico and there were about 24 new members after that. I know there were two significant organizations joined NPOC after that. And I think, at least from what I was- I specifically tried to ask what the outcome was there. And I think 14 or 16 of those organizations specifically referenced an IGF contact.

But you know, I've filled out these forms and I often just go word of mouth. And word of mouth could be that I met (Nigel) or I met you or, you know, not someone on the street, but you know, just generally somebody at the IGF. You know, him at the IGF, you know, that guy over the IGT. So it's difficult it's so you're relying on- we don't have those statistics. What we are trying to do is map a thing we're calling the stakeholder journey and you may have heard about this. It's gone around. And that really is, sort of, mapping how do- fellows are asked how did they feel and how did they get involved and so on? It may be because they had a mentor or they were recommended. And this is something that we're trying to map from that initial contact through did they drop out? Did they go into a constituency? Do they go somewhere else? Do the then- we even want to know if somebody goes, not necessarily into this constituency, but into an internet governance forum activity, a regional IGF or an internet governance school.

Because they're still within the ecosystem. And it's interesting to see where people go. Young people often get jobs, terrible people. They disappear off into the private sector and we lose them. Sometimes they don't. Sometimes they actually come into our sector which is very rewarding because then you had a very positive influence on someone's, you know, future career.   But in answer to your question, don't really know and we're not tracking. It's difficult

to track. And I don't know how to track it. Yeah, you do get some feed- I mean people have joined after I've given presentations, amazingly. But yes, it's hard to track how people are here and what gets them in.

Martin Silva: Just a…

Joan Kerr: State your name please.

Martin Silva: Martin Silva speaking for the record, sorry a lot. Just curious on that, the (intelligible) program was borne sort of or takeoff from the stakeholder journey initiative or investigations or where it was at the beginning. And then, right now at least, we are focusing on the what happens when someone arrives at ICANN. Where it is that they have landed on the webpage or they're already becoming a member of a constituency. How- once that person becomes involved in at least, even if it's just region content on the webpage, how do we take them and help them to find the right place for them. And make them develop the needed skills to work inside ICANN which are very complex and they create a very high entry cost.

And I think that's one of the major challenges we have when it comes to creating a (unintelligible) inside ICANN. Because it's not only about the numbers or only about the amount of work we have to do. If we do not have enough people- if our entry cost is too high, then we lose democracy that we are supposed to be legitimate by. So this, understanding the stakeholder journey from the first moment wherever they may come from and an IGF presentation, Google search, or an email list or whatever, until the become an active member wherever that may mean. It can mean just as a public comment to follow things to comment on lease or to become chairs of a working group or GNSO counselors or a board member. We also try not to be prejudice on what being active means because not everyone is mean to be chair. And it isn't even fair to ask that.

And I think in NPOC, we try to have at least a more humble approach and we are not asking NGOs to become the next leaders at ICANN. We just want them to get involved in a meaningful way whatever that meaningful way may be accessible for them. Because it really requires a lot of time and our resources for NGOs to be fully involved with ICANN. And in NPOC in particular, we're not only about NGOs that already have its mission internet matters. We're looking after all NGOs. And probably (unintelligible) NGO have a stake in DNS. They have a domain name and if you explain them the good and the bad about having a DNS and being overrun in the policy develop process, they just don't have the resources and that maybe they don't find it in their mission. So they don't create a project for GNS development. So those are also parts to complement the (Adam)'s view.

Sam Lanfranco: Sam Lanfranco for the record. And I'm going to do the formal presentation is the last one and I'll do it fairly quickly so we can get into discussion. I'm working on a paper for use beyond this. It's called Residential Ownership and Citizenship in the internet ecosystem. And by ownership, I want to come back to (Adam)'s point there. People don't own their domain name. They do-they lease it basically. But the own the business around it. And the thing we have to do is get them to understand that.

And so part of what I'm working on elsewhere and it's an aspect of what we're doing inside NPOC is to get people to understand what it means to have a residency in the internet ecosystem. And there are basically three levels. You can either be there because your government is keeping your health records or something. You're there, but you're passive. You can be there is what I call a tenant farmer. You're there but you don't own anything. You're using social media and basically you're paying for it by sacrificing incredible amounts of information. Not just your information, but information from your supporters, your members, your clients, your visitors and in what is probably an unsustainable setting. That the social medial setting will probably undergo major changes over the next five or ten years. And for many

organizations, being only there is going to be highly risky. It's already risky in terms of ethical issues and others.

So trying to sell the idea or get organizations to think about what it means to own a domain name as a way of branding yourself or leasing a domain name so you can brand what you do in the internet. That's one of the things we need to worry about. The other one is if you're going- as you're there, whether you're there accidentally because somebody's keeping records on your, on your government trail for purposes or education or whatever. Or you're there deliberately, what are you rights and obligations of residency there? As an organization, how so those rights and obligations get defined? That's the internet governance portion of it. And it's not only at the ICANN level. Thirty-five percent of the world is- of the population of the world is India and China with massive internet governance procedures underway inside those two countries. There needs to be a dialog there. We're just within days, I think, for dot Africa, the Landrush and Sunrise starts, what, beginning of April?

And then the general one is in, I think, June or July. We've been fighting over dot Africa for about what four years? Around four years and most of the African organizations should know that you better get your dot Africa now or somebody's going to get yours. And your intellectual property, your name is liable to be owned by somebody else. That don't even know that this is on. So we have a dual role here. One is to raise the level of awareness with respect to what's going on in terms of the self-interest of the not for profit, civil society community. And the other half is to get them more deeply involved in internet governance. And one of the ways of doing that is take sustainable development goal 17, the last of the sustainable development goals and that's partnerships. We have to look to new partnerships outside the box and over the horizon. When I go, sort of, outreach presentations, I'm told the same thing. By the organizations and that's we're too small. We're too poor. We don't understand this area. We don't have skills and what's in it for us?

You know, and supply volunteer labor to an ICANN PDP is very low on their agenda. So we have to go in with a win-win. And hope that in the win-win, we involved a lot of organizations. And a few of those organizations feel that they should get more deeply involved. In fact, in the long run, they may get involved in a more federated way. Instead of trying to get three organizations from Kenya, we get one organization from Kenya that represents 300 organizations in Kenya. That is a kind of federation at that level. So those are the challenges.

On the social media versus domain name and website thing, there needs to be a dialog both around the ethics of some organizations relying only on social media. And the viability of it in the long run. It's not going to stay free in the long run. And it doesn't matter how much money you put into a social media site. Google's Google Plus, didn't work. Apple's, what's iPad Talk? Basically didn't work, failures. MySpace you can build your presence in one of those social media malls and it can go up in smoke in very short order, so you'd better have a backup plan and the backup plan is going to be, you know, the domain name system.

And part of what I'm doing elsewhere is explaining to people if you can't do anything else for about $10 a year, you can own the domain name. Own it in the sense that you've got, you know, you've got your space in the mall. You're still leasing the space in the mall, but you're there. And so, we have this double-sided project to work on getting people more deeply involved in what ICANN's about and that level of governance. But just getting people to understand what their own self-interest is as accidental or purposeful citizens of the internet ecosystem and how to be engaged in the definition of the rights and obligations, not just be told what he rights and obligations are. But to be involved in that IG planning at every level. So that's what I have to say. I'll just leave it at that and open it up. Thank you.

Jimson Olufuye: Jimson Olufuye. Well Sam, you quite make a good case and I would just underscore your points. And make a different to regroup justification and that

will also entail what I wanted to (unintelligible), what's the name, (Adam)'s comment. Because (Adam) commented that that would be DNS is quite a small part of the whole thing. And I think it's not that small. You go- at the WSIS forum, the action line that was agreed to the agenda, AflCTA action, Line 8. Action Line 8 is saying that deriving from the information society cultural diversity, linguistic diversity, and also more- look at content, unique identity must be preserved. So can you really preserve your identity if you don't have a domain, your unique space?

So that underscore that from the global perspective. So it's part of the action line deriving from the information society. So Sam, you also talk about yes, how to make it happen which is true. That's the partnership. Know there are too many small, you know, siloed there. We need to- this part of the, I think, one of the fruits of this engagement and maybe to be available for others to see, to listen to. So people need to come together. And when the come together, they can build capacity and the resources are here like remote participation. You know, ICANN make this available today and so with that, we can have more engagement across the space.

Joan Kerr: Yes, I absolutely agree with the engagement side. And I go back to the global stakeholder engagement. If I could ask this question, I'm sorry. I'm full of questions for you (Adam). So since you're here, and face-to-face I like to ask questions face-to-face. When there's- and maybe (Nigel) can answer this one as well. When the team or person go out to inform the community, whichever region they're in, do they also make any attempt to invite a local representative of any stakeholder group or organizations that are involved in ICANN already? Or is there anything like that that's done? So that- you know, how people will respond to, this is my question.

Adam Peake: Yes, I mean I can think of the last meeting I went to. I was invited to speak was in Budapest. And before I went there, I wen t to and checked if there's any input members in Hungary and I don't think there were. We invited the- there was not an at large structure, but we did reach out to the local internet

society chapter which we then found out was in reformation. But we invited them anyway. And there was no NCUC member. And hopefully, you have more success than that. But the idea is that I would be- before I go anywhere, I will find out if we have- this was a semi-academic not for profit otherwise I'd, you know, if I'm talking to a larger office, I'll check on business member so on. But yes, we check through find out if there's local people.

If there are local people, make sure they come. Depending on the agenda, they may be invited to the conference. You know, it depends on who they are and what it is. But yes, absolutely we check for locality as it were and participation and so on. Even previous fellows occasionally if that's available to us.

Joan Kerr: And so my follow up question then is, is there any room for I'll use NPOC as an example where if there are no local representation already, is there room for us to work together to then- for NPOC to take a role in saying to the global- the GSC, for example, oh, there a number of not for profits that we would like to engage? And then we take the opportunity to invite them to come and see you. So now we're building the relationship and they're coming to hear you speak about ICANN and then they can join us So do you see how that relationship will then now work?

Adam Peake: I think it's a very good idea.   It will mean that we're going to have to do more forward planning in the sense that if I'm going to Budapest, I'm going to have to tell you that I'm going to Budapest. Which means I have to think further in advance because sometimes it can be a couple of weeks. Obviously, this one was a couple weeks' notice, but they can be quite short notice. Next one, big event we're doing, is (unintelligible) in Brussels. So let me know. But I mean I'll let you know. I'll ask. I won't just do that flippantly. I'll let you- it's a good idea. I'll let you know precisely what we're doing and.

((Crosstalk)).

Sam Lanfranco: Just a quick follow up on a couple of those things. First of all, in terms of finances NPOC- Canada allows you to create a business account for a not for profit that doesn't involve any tax issues unless the account itself begins to earn money, interest or whatever. So we have that in place now. It currently has a dollar value at zero. But it's there. So we've got that part nailed down. The second thing is that both NCSG and some of us in NPOC are thinking very seriously that we need to have a second front in terms of raising resources in collaboration with other people so that we have independent money beyond what we get through the good graces of ICANN. So that in these partnerships with others we can mount activities that could not be mounted under the existing rubric of being just a stakeholder group inside ICANN. That would be mainly in partnership with others and with raising money elsewhere and so forth.

But I think it's a level of maturity on the part of some of the constituencies within ICANN now that we're beginning to say, we need some independent resources. Not just because they're independent, but because they're more and we need them in partnership with others who are in common cause in terms of things that we're working on.

The last thing I want to say there is that part of our quest to get greater engagement here. There are two approaches I always think of. One is the fishing request where you get a hook and you bait it with the best bait you can and try and catch a fish. And the other is that you get a net and you try and catch as many fish as possible and you keep the ones that are good and let the others go. And I think the strategy we've been using has been more of a kind of bait the hook and we try to switch to more of a throw the net. And part of throwing the net is we have to work much more seriously of the raising of the awareness and understanding of the win-win for NGOs and getting involved in the policy process at every level, not just at the ICANN level. But I would be very happy if it was a massive groundswell of interest in Botswana dealing with Botswana and internet governance. And then a coalition comes out of Botswana and there are only two people who show up at ICANN, but

they represent 50 Botswanan organizations. I mean that's another kind of model that may be in the future.

Adam Peake: I think on that, depending on what it is, but you know in general terms, we'd be very willing to endorse, support, you know that type of application for funds if you're going to a donor. Then if you need a, you know, supporting word and letter from ICANN then that would, of course, you know, I can't promise every time, but within reason absolutely. And would you, excuse me, there's an event going on with (Glen) and I've know her since 1997 and I'd really like to go and I do apologize for that. But if I may, I- yes, thank you very much.

Joan Kerr: Absolutely, thank you so much for coming.

Sam Lanfranco: I already met with (Glen) earlier today and I informed that NPOC had said that she's irreplaceable and since she's irreplaceable, we're not letter her go.

Joan Kerr: I'm wrapping up because now I'm going to be the inviter to (Glen)'s party. I like that. So does everybody know where it is? Yes, it's at C1.2, yes, or in that general area anyway. Anyway, let me first ask, are there any other questions, queries, comments? No? Since there are none, I really want to thank you for coming. We, unfortunately, were actually in competition with four other events that's going on. But I do think that it was a pretty good turnout for us. The fact that we are at this time and it is Saturday after all. But I think we had a good robust discussion and some very informative presentations and so thank you again. And I call this to a wrap. Thank you.

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