

Latin America and the Caribbean Strategic Plan

**Renewed LAC Strategy
2016 -2020**

17th December 2015

Projects

1. Political Issues

Objective 1.1

Foster the Multi-stakeholder Model (MSH) in the LAC region

Project 1.1.1

Promote Coordination and engagement with Regional Organizations in regional and global Internet Governance (IG) meetings. (CITEL, ITU, IGF)

Indicators

- Number of joint events where IG topics are discussed
- Number of joint initiatives related to IG
- Number of issues on which IG coordination has taken place in a given period of time

Project 1.1.2

Observatory for Local and Regional MSH IG initiatives to support Regional and Local MSH IG initiatives in coordination with Regional Organizations. (LACIGF, CaribbeanIGF)

Indicators

- Establishment of Observatory
- Number of entries regarding Inventory/database of Regional MSH IG initiatives.
- Number of entries regarding Inventory/database of Local or National MSH IG initiatives.
- Number of visits to the Observatory per month

Objective 1.2

Get regional stakeholder groups especially Governments engaged in the discussions on the future of IANA Stewardship Transition and Accountability implementation.

Project 1.2.1

High-level briefing

Indicators

- Number of briefing letters sent to Governments and other stakeholder groups.
- Number of new Governments involved in the discussions.
- Number of instances of Government Engagement on the IANA Stewardship transition by Government
- Number of public comments (in ICANN and otherwise) by Governments on the IANA Stewardship Transition

Objective 1.3

Support the diverse and meaningful Regional participation in the IANA Stewardship Transition and Accountability implementation.

Project 1.3.1

Regional Task force

Indicators

- Establishment of task force
- Number of specific actions of the task force with impact in participation

2. Capacity Building and Outreach

Objective 2.1

To increase and improve engagement initiatives to existing members of ICANN's multistakeholder community (Governments, end-users, Civil Society, Technical Community, Academia, Private Sector and Business) regarding issues related with ICANN and the DNS.

Project 2.1.1

Capacity Building Webinars

Indicators

- Number of stakeholders from the region participating actively in WG-AC-SO
- Number of webinars developed
- Click-through rate
- Attendee ratio
- Distribution (by region, by stakeholder group) of attendees in webinars
- Follow up activities resulting from Webinars
- Establishment of task force
- Number of follow up activities resulting from Webinars

Project 2.1.2

Capacity Building e-learning courses

Indicators

- Number of courses developed
- Number of participants in each course
- Distribution (by region, by stakeholder group) of attendees in courses

Project 2.1.3

Capacity Building seminars (face-to face)

Indicators

- Number of seminars
- Number of people attending seminars

Project 2.1.4

ccTLD Internship program

Indicators

- Number of participants
- Outcome and anecdotal information about experience.
- Establishment of specific objectives of Internship program
Documentation of the extent to which the objectives of the program are met by each of the interns participating

Objective 2.2

To bring new people and organizations into ICANN’s multistakeholder community through ongoing and new outreach mechanisms/activities. (Governments, end-users, Civil Society, Technical Community, Academia, Private Sector and Business).

Project 2.2.1

LAC – i Roadshow (IPv6, SSR, new gTLDs)

Indicators

- Number of participants that attended the Roadshow by sector
- Number of media outlets that publish material about the Roadshow.
- Number of new people involved in ICANN by sector or stakeholder group
- Number of regional and national organizations participating in the Roadshow

Project 2.2.2

Outreach Webinars

Indicators

- Number of webinars developed
- Click-through rate
- Attendee ratio
- Distribution (by region, by stakeholder group) of attendees in webinars
- Online Polls
- Exit Surveys
- Follow up activities resulting from Webinars

Project 2.2.3

E-learning courses

Indicators

- Number of Courses
- Number of people taking the courses

Project 2.2.4

Support outreach (CROPP)

Indicators

- Number of supported outreach trips
- Number of stakeholders reached
- Number of new follow up stakeholders engaged
- Number of follow up activities resulting from CROPP program (participation on working groups etc.)
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Project 2.2.5

Support face-to-face outreach events

Indicators

- Number of events supported
- Number of stakeholder reached
- Number of new stakeholders engaged
- Number of follow up actions resulting from events

Project 2.2.6

Outreach strategy for those countries with stakeholder gap

Indicators

- Establishment of the gaps (ccNSO, GAC, At-LARGE etc)
- Measurement of how this gap is filled by country

Project 2.2.7

Contests and Awards

Indicators

- Establishment of the objective of the contests and awards and measurement of the extent to which these objectives are met

Project 2.2.8

Engagement and outreach activities in ICANN meetings type B

Indicators

- Number of activities held
- Number of stakeholders reached
- Number of new stakeholders engaged
- Number of resultant follow up activities

Project 2.2.9

Communication Plan (Web Site, Inventories, newsletter, materials)

Indicators

- Number of Page views (website)
- Number of users (website)
- Number of Subscribers (Newsletter)
- Number of editions (Newsletter)
- Number of followers (Newsletter)
- Number of materials for economic stakeholders in the region.
- Number of translated and published documents/blogs posts

Project 2.2.10

Caribbean Working Group

Indicators

- Number of issues addressed
- Number of new stakeholders engaged
- Number of facilitated participants on other working groups in the LAC strategy and in ICANN generally
- Number of new participants facilitated in ICANN e.g. councils etc.
- Number of articles, blogs, public comments etc.

3. Operations

Objective 3.1

Support operational development of registries and registrars from the Region

Project 3.1.1

Technical specification guide to become an ICANN accredited registrar

Indicators

- Development of guide
- Number of regional stakeholders engaged in process of development
- Comments on usefulness of guide

Project 3.1.2

Technical help desk

Indicators

- Establishment of desk
- Number of calls to the desk
- Resolution rate of calls received by the help desk
- Duration of time for which calls remain outstanding
- Number of outstanding calls

Project 3.1.3

Development of EPP for registries and registrars

Indicators

- Number of new registries and registrars using EPP

Project 3.1.4

To support the implementation of registries systems compatible with EPP

Indicators

- Number of registries and registrars assisted with the deployment of EPP

Objective 3.2

Contribute to a Secure, Stable and Resilient DNS in the Region by partnering with regional/national organizations.

Project 3.2.1

LAC DNS Observatory

Indicators

- Establishment of observatory
- Number of entries in database
- Publish data analysis
- Number of visits to the Observatory

Project 3.2.2

Training

Indicators

- Number of training programs held
- Number of participants in each training program

Project 3.2.3

“L” Root Deployment in the Region

Indicators

- Number of L-Root single deployments
- Number of instances of initiation of discussion on the establishment of L-Roots

Project 3.2.4

Deploy Anycast (.net .org and .com) copies in the Region.

Indicators

- Number of Anycast deployments in the region

Objective 3.3

Support the promotion of an adequate deployment of IPv6 accelerating the adoption in the region

Project 3.3.1

Business case studies of IPv6 deployment with cost chart range according with ISPs size

Indicators

- Number of traffic of IPv6 in the LAC Region
- Number of case studies initiated
- Number of case studies completed
- Number of comments on the value of the completed case studies

Project 3.3.2

Identify content creators in the region and create informative material

Indicators

- Number of content creators identified
- Number informative material created for content creators

Project 3.3.3

Technical assistance to small and medium ISPs in the Region

Indicators

- Number of ISP's assisted
- Comments from ISP on value of assistance

Project 3.3.4

New IPv6 initiatives in the region

Indicators

- Number of initiatives
- Comments on the value of the initiatives

4. Economic Issues

Objective 4.1

Support the development of the LAC DNS Industry

Project 4.1.1

Study about the DNS marketplace in Latin America and the Caribbean

Indicators

- Execution of study
- Analysis of responses to the study
- Publication of results of the study

Project 4.1.2

Communication

Indicators

- Number of material developed to promote the LAC DNS Industry

Project 4.1.3

Reduce economic barriers for the LAC Region and contribute for ongoing underserved initiatives in ICANN's Global Strategy

Indicators

- Number of economic barriers which are reduced
- Number of new participants (registries, registrars, others) as a result of the reduction of the barriers

Project 4.1.4

Develop a paper to conduct an analysis why the Applicant support program for new gTLDs failed for the LAC Region

Indicators

- Execution of analysis
- Publication of paper
- Comments form community of the validity of the results in the paper

Project 4.1.5

Based on the previous analysis propose recommendations that could include a remedial round for the Region

Indicators

- Number of specific recommendations from the region

Project 4.1.6

Create a mentorship program utilizing resources and experiences from successful DNS industry actors to assist the emerging DNS sector in the LAC region

Indicators

- Establishment of program
- Number of individuals / organizations being mentored

- Qualitative result of the application of mentorship

Objective 4.2

To promote stable partnerships with Regional and National Organizations for the development of the domain name industry in the region via Capacity Building initiatives

Project 4.2.1

LAC DNS Forum

Indicators

- Number of events held
- Number of issues on which there is collaboration
- Number of participants in events
- Number of new resultant activities from events

Project 4.2.2

Promote activities focused on business opportunities in the domain name industry

Indicators

- Number of activities held
- Number of participants
- Number of resultant new business opportunities attained

Project 4.2.3

LAC Space

Indicators

- Number of events held
- Number of participants that attended the LAC Space (physically and remotely) by sector
- Number of issues on which there is collaboration
- Number of new resultant activities from events
- Establishment of clear objectives of what this is meant to accomplish