

# LATIN AMERICAN AND THE CARIBBEAN STRATEGIC PLAN

LAC Strategy  
2021 - 2025

Version 1.5  
1 January 2020



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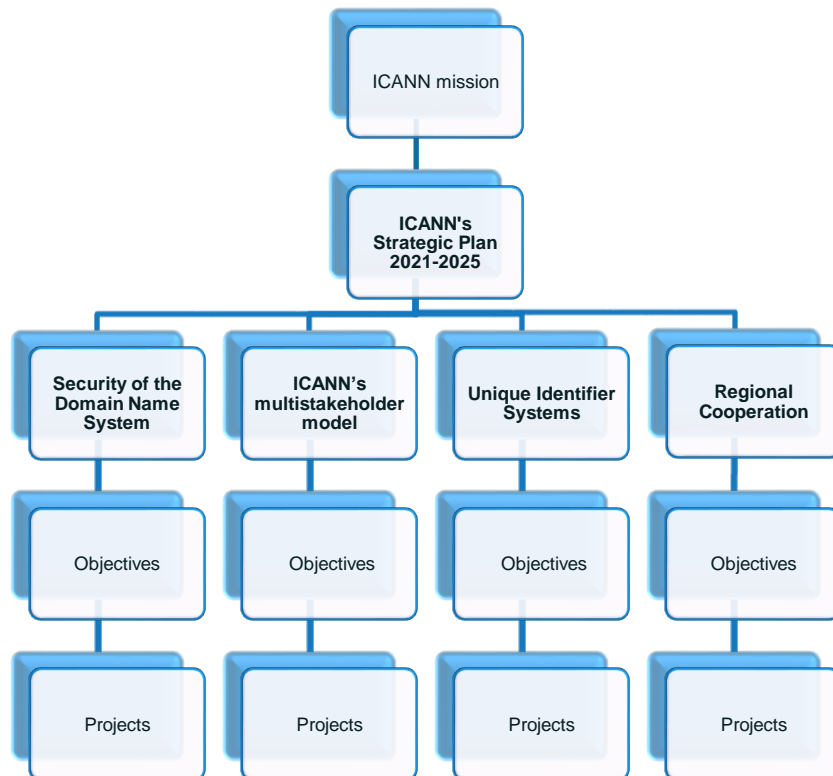
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## MISSION

The goal of the LAC strategy is to (1) bring ICANN closer to the Latin American and Caribbean Region and (2) support regional stakeholders as they work to achieve their goals as they pertain to the development of the Domain Name System (DNS) in the LAC region according to ICANN's mission and Strategic Plan.

## PROPOSAL



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## KEY AREAS OF INTEREST

We have identified four key areas of interest for the new LAC Strategy:

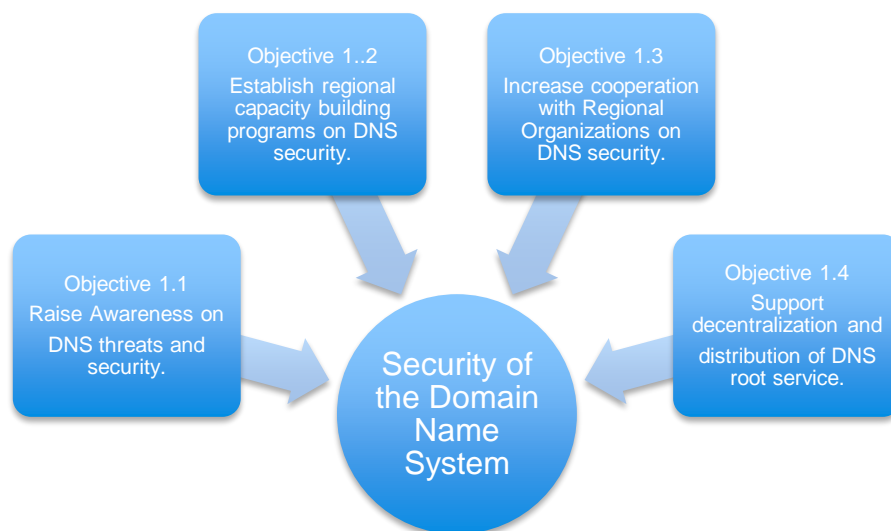
- ⦿ Security of the DNS
- ⦿ ICANN's Multistakeholder Model
- ⦿ Unique Identifier Systems
- ⦿ Regional Geopolitics

### 1. Security of the Domain Name System

ICANN's mission is to ensure that the Internet's unique identifier system remains secure and interoperable.

The LAC Global Stakeholder Engagement (GSE) Team and the LAC Strategy Council need to ensure that regional stakeholders are aware of and able to acquire the technical knowledge needed to preserve and enhance the operational stability, reliability, security, and global interoperability of the Internet. At the same time, stakeholders can contribute to have a more robust and resilient DNS in the LAC Region.

#### OBJECTIVES



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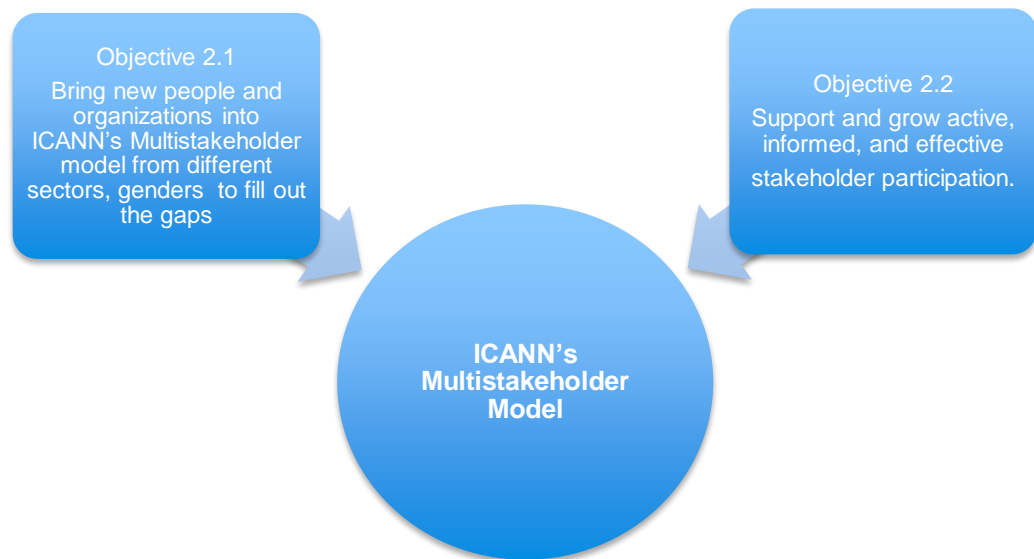
## 2. ICANN's Multistakeholder Model

In reference to ICANN's Core Value II, it is important that ICANN's outreach initiatives seek broader participation from all sectors and achieve geographic balance when engaging with stakeholders and LAC organizations. This will help them to become active participants within ICANN's community ecosystem.

ICANN's global participation numbers grew in the past few years. Consequently, participation coming from the LAC region has also increased. However, this has not necessarily resulted in a growing pool of active volunteers from the region, nor have we experienced a greater number of contributions from our regional stakeholders in the various ICANN Policy Development Processes (PDPs).

It is important to support our regional stakeholders by providing them with the tools necessary for them to become active and meaningful participants in the ICANN structure and PDPs.

### OBJECTIVES

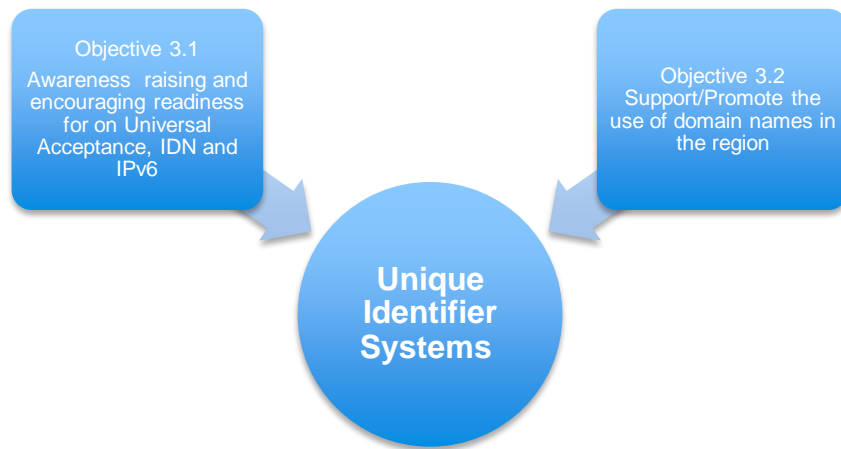


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### 3. Unique Identifier Systems

More than half of the world's population uses the Internet, and that number is growing every day. ICANN will continue to play a crucial role in ensuring a single, stable, and interoperable infrastructure. It is important to raise awareness on the use of the domain names in the region, to ensure that ICANN improves the Internet's unique identifier systems to better serve a broader and more diverse global user base.

#### OBJECTIVES



### 4. Regional Geopolitics

ICANN should foster successful and mutually beneficial relationships with local and regional partners to ensure knowledge building about ICANN and its mission.

#### OBJECTIVE



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# Projects

## Key Area of Interest (KAI) 1 - Security of the Domain Name System

### OBJECTIVE 1.1

#### 1.1 Raise Awareness on DNS security and threats

##### (1.1.1) Outreach on DNS Security & Threats

Provide general awareness on DNS security and threats during the next iteration of the LAC Roadshow with the partnership with regional organizations.

##### (1.1.2) Material on DNS Security and Threats

Translate materials on DNS security and threats into the region's languages and distribute to raise awareness.

##### (1.1.3) Social Media Communication on DNS Security and Threats

Create social media campaigns to raise awareness on DNS security and threats to reach regional audiences.

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## OBJECTIVE 1.2

### 1.2 Establish regional capacity building programs on DNS security

#### (1.2.1) Capacity Development for Regional country code Top Level Domain Operators

The internship program with LACTLD will support best practices exchange between regional ccTLDs.

#### (1.2.2) Capacity Development Webinars

Each year, develop a curriculum on DNS security and threats topics for the coordination of webinars tailored to the LAC community.

#### (1.2.3) Training

Create a program to provide face-to-face and online training on DNS security and threats for service providers, vendors, developers and educators, ccTLDs.

## OBJECTIVE 1.3

### 1.3 Increase cooperation with regional organizations on DNS security

#### (1.3.1) Increase Cooperation

ICANN, in partnership with relevant stakeholders, will establish and promote a coordinated approach to effectively identify and mitigate DNS security threats.



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## OBJECTIVE 1.4

1.4 Support decentralization and distribution of DNS root service

**(1.4.1) ICANN Managed Root Server (IMRS)**

Promote deployment of ICANN Managed Root Server (IMRS) in collaboration with network operators in the region and regional organizations.

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## Key Area of Interest (KAI) 2 - ICANN's Multistakeholder Model

### OBJECTIVE 2.1

2.1 Engage new people and organizations into ICANN's multistakeholder model from different sectors and countries to fill gaps in participation

**(2.1.1) Outreach in the Region**

Provide a general overview of ICANN in the new version of the LAC Roadshow to people not involved in its ecosystem.

**(2.1.2) Outreach Webinars**

Each year, organize a series of outreach webinars for the LAC region tailored for audiences not involved in ICANN's ecosystem.

**(2.1.3) Community Engagement Plans**

Support engagement plans from community groups in the LAC region.

## OBJECTIVE 2.2

### 2.2 Support and grow active, informed, and effective stakeholder participation

#### **2.2.1) Communication on ICANN's PDPs.**

Provide the LAC community with periodical communication on ICANNs PDPs.

#### **(2.2.2) Capacity Development Webinars**

Organize capacity building webinars every year for the LAC community on PDPs and other ICANN processes or topics.

#### **(2.2.3) LAC Space**

Evolve the concept of the LAC Space session at ICANN meetings.

#### **(2.2.4) Capacity Development Session at ICANN Meetings**

Create a new session at ICANN meetings to provide capacity building to the LAC community on ICANN related topics.

#### **(2.2.5) Incentivizing Participation in Webinars**

Incentivize participation in webinars by creating contest and awards program.

#### **(2.2.6) Readout Session**

Organize a readout session after each ICANN meeting to summarize the most important topics discussed during the meeting.

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## Key Area of Interest (KAI) 3 - Unique Identifier Systems

### OBJECTIVE 3.1

3.1 Raising awareness and encouraging readiness on Universal Acceptance (UA), Internationalized Domain Names (IDN), and IPv6

**(3.1.1) Universal Acceptance (UA) Research Projects**

Support the development of regional research projects on UA readiness.

**(3.1.2) Awareness on IDNs and UA**

Support localization of awareness materials in regional languages for UA and IDNs.

**(3.1.3) Awareness for New Audiences**

Explore new speaking opportunities to raise awareness to target new audiences like Chief Technology Officers and developers in the LAC region.

### OBJECTIVE 3.2

3.2 Support/promote the use of domain names in the region

**(3.2.1) Promote the Use of Domain Names in the Region**

Join efforts under development in regional ccTLD's or regional organizations to promote the use of domain names in the region.

**(3.2.2) LAC DNS Forum**

Organize LAC DNS Forum each year and position it as the most important meeting point for domain name actors in the LAC region.

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## Key Area of Interest (KAI) 4 - Regional Geopolitics

### OBJECTIVE 4.1

4.1 Build alliances with other actors in the Internet ecosystem to raise awareness and engage with regional stakeholders on ICANN's mission and policymaking

**(4.1.1) Raise Awareness**

Raise awareness among legislators, regulators, and stakeholders about ICANN's mission and the effect of various regulations and other proposals on the Internet ecosystem.

**(4.1.2) Capacity Building**

Foster relationships with national and regional organizations to ensure capacity development on topics related to ICANN and its mission.



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