*Business Constituency FEEDBACK & INPUT*

Focus Area: **II. Developing a world-class public responsibility framework**

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| **General Feedback***What are your thoughts on this Focus Area?* |
| While it is hard to object to ICANN’s development of a “public-responsibility” framework, this particular section needs some elaboration if both the community and staff are to understand what it means. The public responsibility should be clearly defined if used in the strategic plan, particularly because there has been debate in the community regarding the term ‘public interest.’ To the extent both terms may be useful, the community should understand what each means and how they are different. More discussion is needed within the broad community. Moreover, the three focus areas outlined in this section highlight outreach and engagement, rather than public responsibility. It would be in this ‘focus area’ that the previous strategic plan’s (2012-2015) objectives, projects and work included within the focus area called “competition consumer trust and consumer choice’ are included. Finally, the BC suggests ICANN change the phrase “world-class,” as it is idiomatic and may not be familiar non-native English speakers. We suggest replacing the term with “high-caliber” or “robust” or ‘first-rate.’  |

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| **Focus Area Goals***As listed in the Focus Area section of the draft* | **Outcomes***What are the specific outcomes or achievements we should target for this effort?* | **Measures***What quantitative / qualitative elements should we consider in measuring progress / results?* |
| Support developing communities through programs that will enable them to understand and participate in the ICANN process and the multi-stakeholder model.  | Support in general through outreach program, with a focus on engagement with users, not only suppliers of registry and registrar services. | Difficult to quantify, perhaps benchmark business and user survey in different regions from time to time. |
| Address the challenges faced by developing countries seeking inclusion and development, consistent with ICANN’s mission and core values. | Support in general through outreach program. Provide support to participation of business users from developing countries within the existing fellowship program, or develop specialized support to the user constituencies with specific targets to build sustainable participation from developing countries. | Measure participation through tracking ICANN meeting and remote attendance, as well as public comment analysis.  |
| Engage in capacity building at a regional level to engage and develop the community globally for ICANN involvement. | Engage in capacity building at all levels. The BC has reservations of the frequent and varied use of the word ‘regional’ at ICANN. It will need to be carefully explained. At present, there is extremely limited interaction by the new Regional VPs with the current structures of Constituencies/SGs.  | Record and report on capacity building activity and number of participants.  |

Authored by Chris Chaplow on behalf of the **Business Constituency,** posted for member comment on 18th January 2014. BC Member comments incorporated by Chris Chaplow on 31 January 2014.