*Business Constituency FEEDBACK & INPUT*

**Focus Area: V. Defining role clarity for ICANN in the Internet governance ecosystem**

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| **General Feedback**  *What are your thoughts on this Focus Area?* |
| The BC supports a narrowly focused technical coordination role and mission for ICANN. In particular, a limited mission for ICANN is its best defense against detractors. However, through the efforts of all participants in the ICANN community, ICANN can and should serve as an example and model for transparent, bottom-up, multi-stakeholder decision-making. ICANN should also fully support and participate in directly relevant activities, such as the Internet Governance Forum (IGF), national and regional IGF initiatives, and similar activities which affect ICANN’s ability to fulfill its mission, drawing on input and collaboration within its own stakeholders. |

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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?* |
| Clarify ICANN’s role with respect to the coordination of the global Internet’s systems of unique identifiers to ensure we keep pace with an evolving Internet ecosystem, including in key areas relating to: consumers, security, compliance / regulatory, public interest, business innovation, and intellectual property rights. | Develop more useful and clear informational materials that describe ICANN’s work and functions.  Maintain ongoing engagement with ICANN’s community of stakeholders |  |
| Ensure ICANN’s role is clear, recognized, and well understood worldwide. | Develop and support the use of approved messages and informational materials |  |
| Create a balanced and proactive approach to engagement with communities dependent on the domain name system. | ICANN will hopefully shift from a supplier focus to a more balanced set of relationships that includes representatives of users of the DNS/ |  |
| Create a balanced and proactive approach to engagement with governments. | Increase the participation of governmental representatives in ICANN meetings,  Collaborate with its own community of stakeholders regarding engagement with governmental representatives, and in other identified fora where ICANN’s functions and roles are discussed or debated |  |
| Facilitate an issues-based cooperation and problem-solving environment. |  |  |
| Develop a stable framework for Internet governance. | ICANN is not solely responsible for IG, and should strive to be a collaborator, working with others, including its own community, other internationally focused for a, IGOs, ICANN should foster a co-existence and collaborative approach, including helping to support increased participation by all parties in its own mechanisms, and contributing to funding of participation of all stakeholders into other key fora, such as IGF, national and regional IGF initiatives, |  |
| Foster cooperation, fairness, communication and trust among the IG ecosystem. | Increased support by ICANN to participation support for participants from developing countries from all stakeholders, including SMEs and business associations and organizations from developing countries. |  |
| Engage in and highlight complementary relationships~~; be stronger together.~~ | Improve internal consultation with ICANN’s stakeholder community. Ensure that mechanisms that ICANN is ‘generating’ or supporting include sufficient representation from its own community. | Outputs or outcome documents from any initiatives which ICANN advances must include consultation with the ICANN community. |

Authored by Marilyn Cade 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.