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**Subject:** ICANN Auction Proceeds  
**Date:** January 3, 2013 5:28:09 PM EST  
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To:  
Fadi Chehade, ICANN CEO  
Steve Crocker, ICANN Board Chair  
Cherine Chalaby, ICANN Board Chair of New gTLD Program  
Xavier Calvez, ICANN CFO

As the Founder and CEO of DotGreen Community, a single string applicant applying for the .GREEN TLD, I would like to start by saying that I am pleased to see the progress made on the ICANN New gTLD program in the last few months. While there still remains some unresolved issues that require work and ultimate resolution via the multi-stakeholder process, it does appear that the program is moving forward toward the ultimate launch of New gTLDs in 2013. I encourage you to stay the course, allow no more slippage or missed deadlines and ensure that New gTLDs will be launched in a manner that achieves the ultimate goal of Global Public Benefit to the End User.

One area that remains unresolved at this point is the concept of what ICANN will do with the proceeds from the ICANN Auctions of New gTLDs which will take place for contention sets who may be unable to reach a satisfactory resolution amongst themselves. I would like to offer a very simple idea that supports the concept of new gTLDs as new "communities of users" and ICANN's mandated outcomes for Global Public Benefit - and that is as follows:

Any New gTLD string that is focused on the world's environment (i.e. .GREEN, .ECO, etc.) should have the ICANN auction

proceeds directed toward a global non-profit entity already in place that is currently funding the social, environmental and economic aspects of green and sustainability projects which benefit all people. This keeps the money raised for environmental purposes within the very community that is targeted and meant to benefit from an environmental TLD being launched. Bringing the global environmental movement on-line via the power of the internet is a concept the environmental community has been made aware of, is hopeful for, and is looking forward to. These auction proceeds representative of environmental action will help fund new global initiatives which will naturally lead to Global Public Benefit and the likely success of an environmentally-focused TLD as well as positive awareness in general for all new gTLDs coming live online as a result of ICANN's new gTLD program.

Multi-national corporations (such as ICANN) around all regions of the world, already participate in creating socially responsible environmental initiatives that make sense to their industries. I would welcome the opportunity to discuss this further. I hope that you will strongly consider this idea when ICANN launches the concept of how to address this issue to the ICANN Community. I think you would agree it matches the spirit of Global Public Benefit and gives clear and first consideration to the Internet user which is primary for what ICANN is trying to accomplish with the launch of the New gTLD program.

Thank you.

Sincerely,

Annalisa Roger  
Founder and CEO  
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