

Tuesday, March 9, 2010

Peter Dengate-Thrush, Chairman of the Board  
Rod Beckstrom, President and CEO  
ICANN  
4676 Admiralty Way, Suite 330  
Marina del Rey, CA 90292-6601  
USA

Dear Messrs. Dengate-Thrush and Beckstrom,

**Re: Convening Letter – The Dot Eco Stakeholder Council**

We expect that the Internet Corporation for Assigned Names and Numbers (ICANN) will soon launch a process that will allow new domain suffixes (like .com or .org) to be created. ICANN has created a ‘community-priority’ track as part of this process to allow for the creation of community-based domains.

As individuals representing companies and organisations committed to creating a sustainable world, we believe that dot eco represents an opportunity for the global sustainability community to take collective responsibility for such a domain. As such, it must be responsibly managed on behalf of all those striving towards a more sustainable world.

Depending on how it is operated, once dot eco is created, there could be significant risks for misuse by anyone with the ability to use this domain. Every email sent and website created that ends in ‘dot eco’ will send a signal that its owner is in some way "environmentally-friendly", "sustainable" or simply "green."

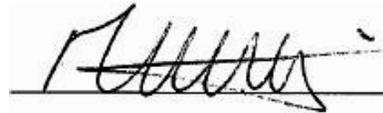
It is therefore critical that the rules for operating dot eco - including who can buy names, how proceeds are used, what it stands for, and how trust is maintained - are transparent, accountable, multi-stakeholder based and designed for the long-term benefit of the global environmental and sustainability community.

That is why, with this letter, we officially convene an independently facilitated Stakeholder Council and Expert Working Group to achieve consensus on a set of dot eco policies for submission to ICANN. These policies will continue to evolve into the future, alongside the progressive concept of sustainability.

We believe this process will demonstrate that a diverse set of stakeholders representing the global sustainability community can create a common long-term vision for the opportunity that dot eco represents.

We welcome those interested in environmental, social or sustainability issues to inquire about options for participation such as joining the Expert Working Group in order to help achieve a positive outcome for dot eco.

Sincerely,

A handwritten signature in black ink, appearing to read 'Martin Atkin', is written over a horizontal line.

Martin Atkin  
Chair, The Dot Eco Stakeholder Council  
Director of Media, WWF International

## **Background**

We were invited to participate on this Stakeholder Council by the Canadian company Big Room Inc. as part of the development of their dot eco application. Big Room has worked collaboratively to assemble a team of investors, advisors and partners to help design a model for dot eco.

Participating in this effort does not require our endorsement of Big Room's dot eco bid, nor does it result in any economic gain or financial compensation to Council members. We are free to resign the Council at any time and participate in the development of any other domain. Our proposal for dot eco has three elements:

1. Establishing a long-term, multi-stakeholder, community driven governance process for dot eco;
2. Requiring anyone who buys a dot eco domain name to profile their environmental and social footprint and publicly link it to their domain; and
3. Donating a substantial portion of the sales and renewal proceeds from every dot eco domain to an independent foundation that will support sustainability standards and causes around the world.

To date, the dot eco policy process has included:

- Seven in person consultations in: Vancouver, Canada; Sydney, Australia; Sao Paulo, Brazil; Lund, Sweden; Essen, Germany; Cape Town, South Africa; and Washington DC, USA.
- Posting first draft dot eco policies for public comment, subsequent revisions and reposting of second drafts.

## Participants

The dot eco Stakeholder Council is comprised of the following 13 participants:

Martin Atkin (Council Chairperson), Director of Media  
*WWF International, Switzerland*

Scot Case, Vice President  
*Terrachoice, United States*

Jonathan Cohen, Director, Workplace Programs  
*Responsible Purchasing Network, United States*

Adam Koniuszewski, Chief Operating Officer  
*Green Cross International, Switzerland*

Michael Hammer, Executive Director  
*One World Trust, United Kingdom*

Dr. Julie Gorte, Senior Vice President, Sustainable Investing  
*Pax World Funds, United States*

Calvin Jang, Information Technology Manager  
*The David Suzuki Foundation, Canada*

Patrick Mallet, Credibility Director  
*ISEAL Alliance, United Kingdom*

Helio Mattar, President  
*Akatu Institute, Brazil*

Peter Ndunda, GIS Specialist  
*The Green Belt Movement, Kenya*

George Varughese, President  
*Development Alternatives, India*

Dan Viederman, Executive Director  
*Verité, United States*

Beth Wallace, Vice President of Digital Marketing  
*Conservation International, United States*