

ICANN Engagement Strategy in the Middle East and Adjoining Countries

FINAL Document

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1 Executive Summary

In its mission to continue and deepen its engagement with the regional community in the Middle East and Adjoining Countries (MEAC), the Internet Corporation for Assigned Names and Numbers (ICANN) has worked with the regional community through its Global Stakeholder Engagement Team for the Middle East on renewing the regional strategy for another three years, ending 30 June 2019.

With 48 members and two observers on board the MEAC Engagement Strategy Working Group (MEAC-SWG), the SWG initially reviewed and assessed the 2013-2016 Middle East Strategy. At the same time, it studied ICANN's 2016-2020 Strategic Plan to ensure the alignment of the SWG's work and outcomes with ICANN's overall strategy.

The mission statement of this strategy is to *“Attract more active and engaged participants from the region to contribute to ICANN's policy development processes and to acquire leading roles within the ICANN community.”*

The strategy's mission will be achieved through working on three strategic focus areas for engagement in the region:

1. Support secure, stable, and resilient domain name system (DNS) infrastructure in the MEAC region (please see figure 1);
2. Promote a healthy and competitive domain name marketplace in the MEAC region (please see figure 2); and
3. Clarify ICANN's role in an evolving Internet ecosystem through engagement with the MEAC community (please see figure 3).

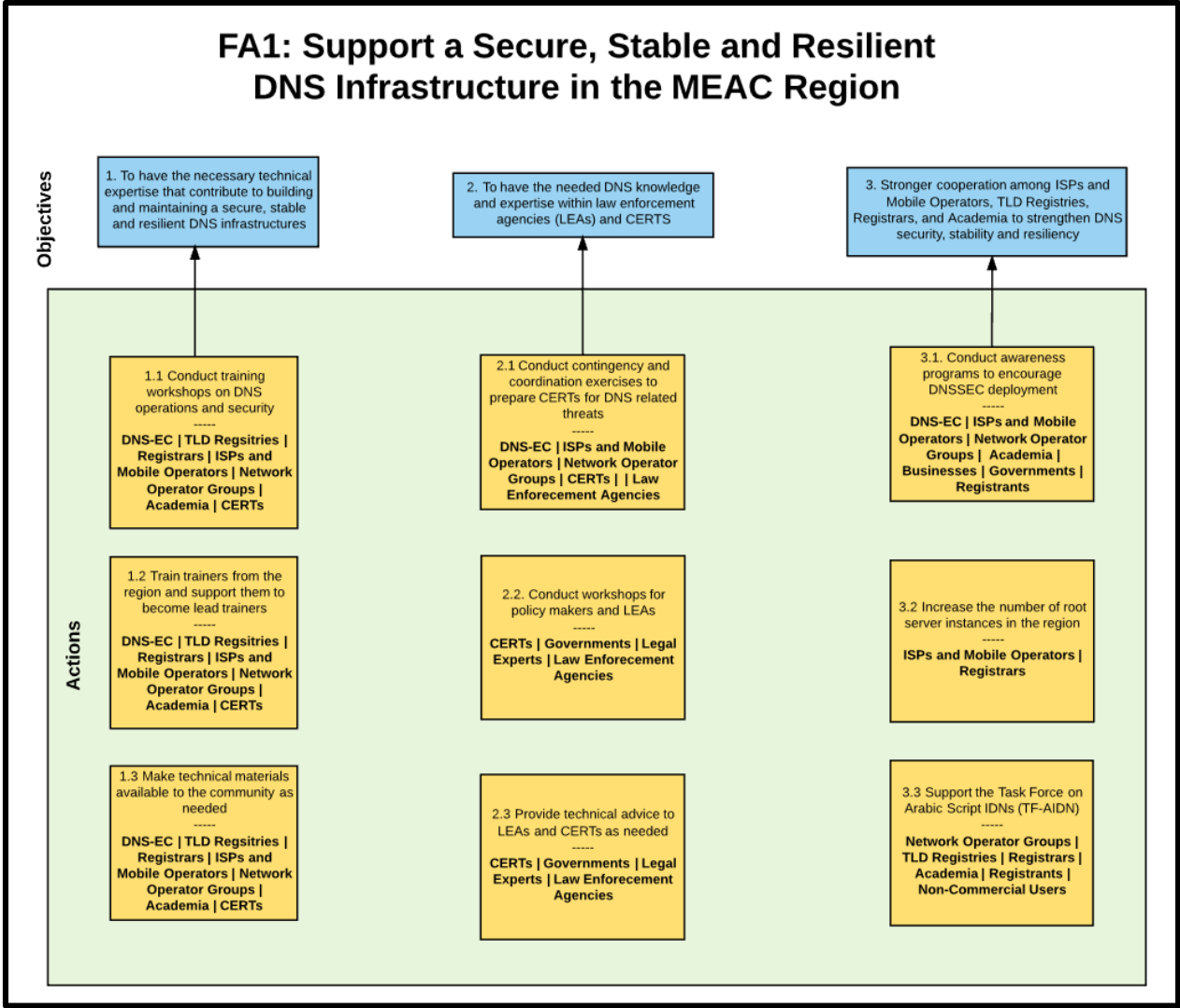


Figure 1 - Support secure, stable, and resilient DNS infrastructure in the MEAC region

Available online at: <https://www.lucidchart.com/documents/edit/444e9f3d-9347-4c86-bd3b-7135e6907b2c/0>

FA2: Promote a Healthy and Competitive Domain Name Marketplace in the MEAC Region

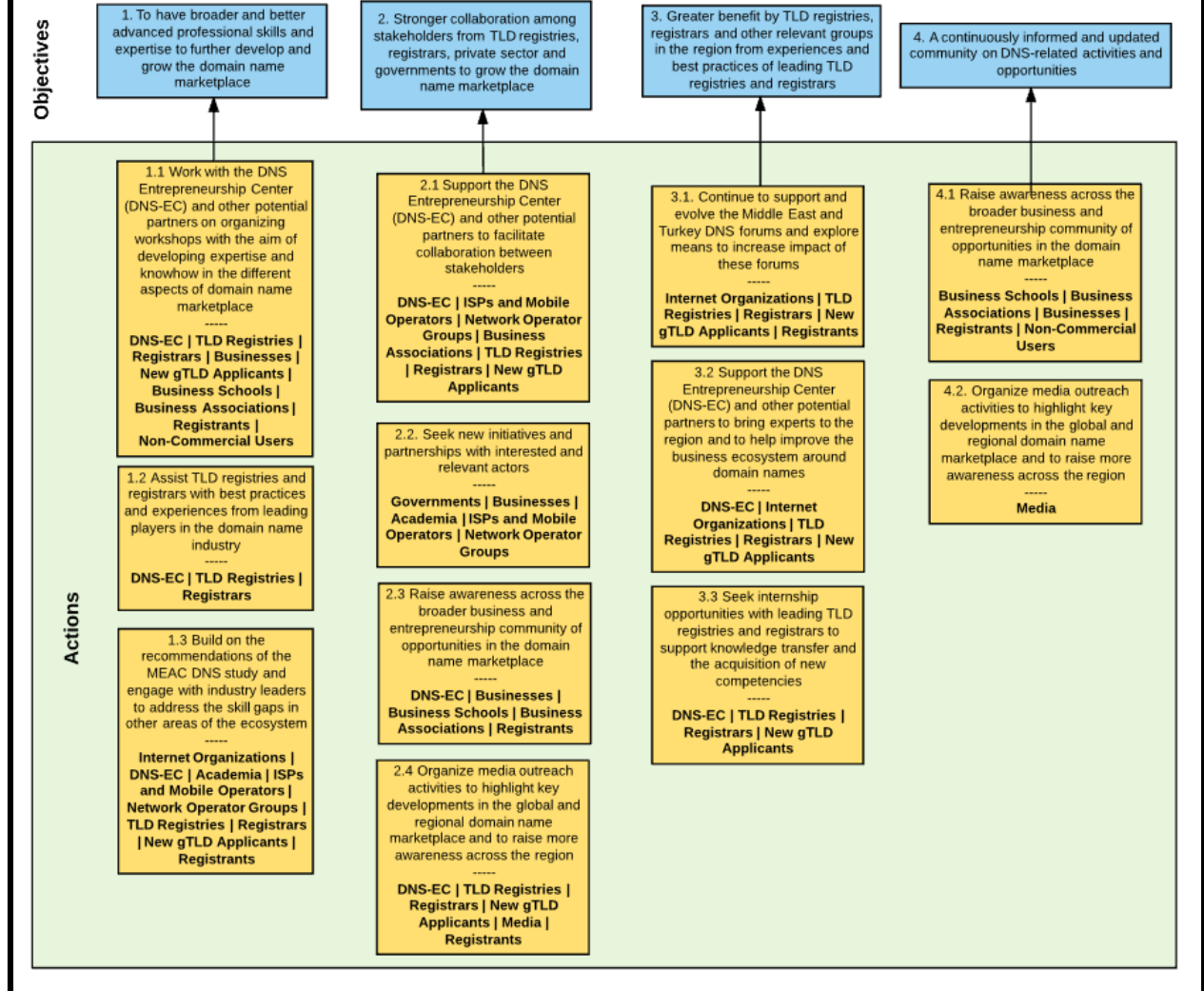


Figure 2 - Promote a healthy and competitive domain name marketplace in the MEAC region

Available online at: <https://www.lucidchart.com/documents/edit/444e9f3d-9347-4c86-bd3b-7135e6907b2c/1>

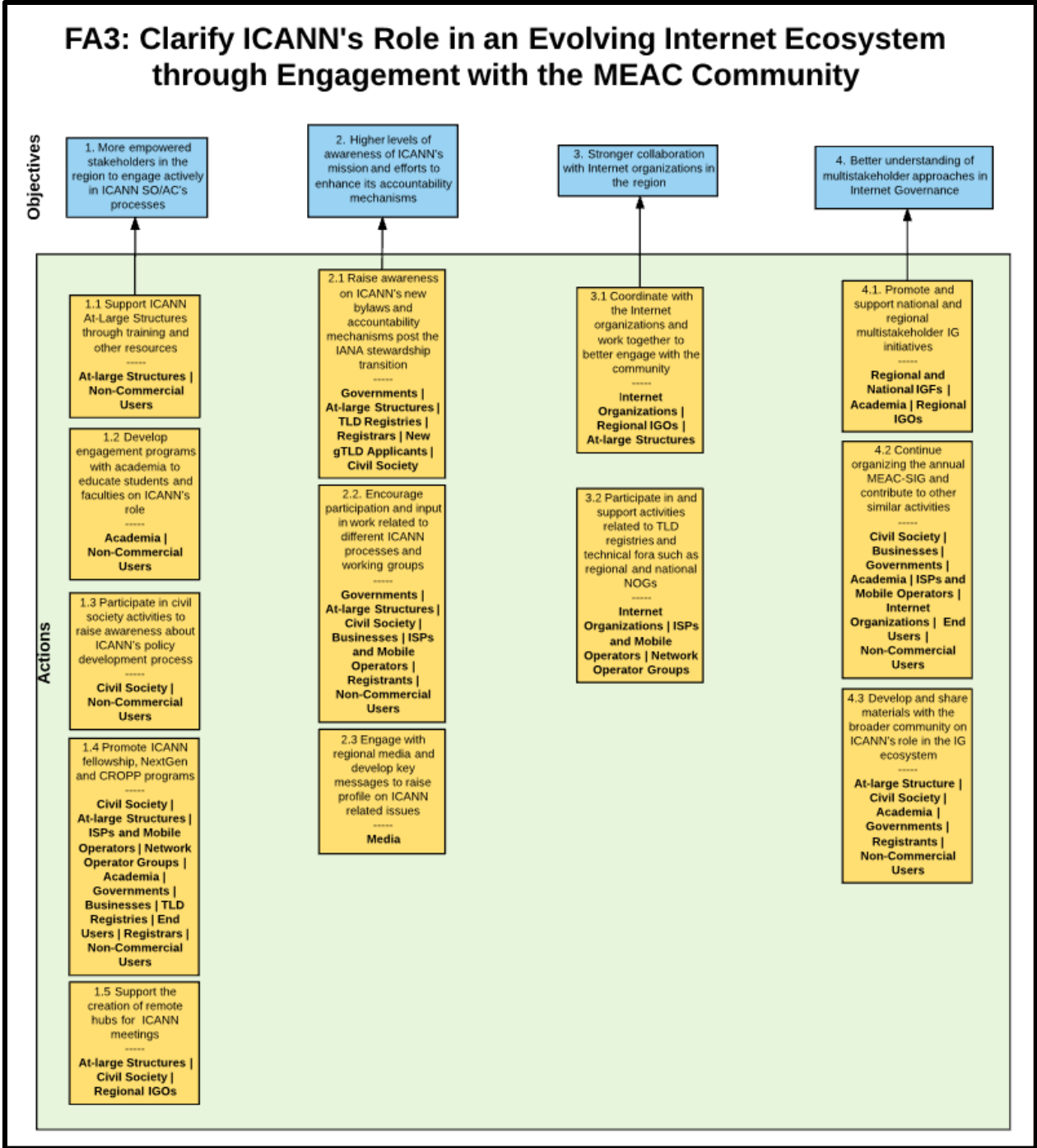


Figure 3 - Clarify ICANN's role in an evolving Internet ecosystem through engagement with the MEAC community

Available online at: <https://www.lucidchart.com/documents/edit/444e9f3d-9347-4c86-bd3b-7135e6907b2c/2>

2 Introduction

2.1 Working Group Background and Terms of References

In February 2016, the ICANN team in the Middle East initiated a process with the regional community on measuring the effectiveness of the 2013-2016 Middle East Strategy and to gauge if the community still felt that a strategy is needed beyond 30 June 2016 – the date when the previous Middle East Strategy expired. A webinar was delivered for this purpose in February 2016, and an open session was held at the [ICANN 55 public meeting in Marrakech, Morocco](#), in March 2016. During the open session, the community expressed their satisfaction with the work undertaken as part of the Middle East Strategy, and suggested that a regional strategy be developed for the coming three years. The ICANN Middle East team then initiated a discussion thread on the ICANN regional mailing list in April 2016 seeking further advice from the community on the way forward. After intense and fruitful discussions, the regional community suggested a new strategy working group to develop a new regional strategy. The community did advise, however, that a pre-step should be taken in the form of developing a charter that will define the work modalities of this new strategy working group.

In late April 2016, 35 community members came together to develop the MEAC-SWG Charter document. The Charter Drafting Group (CDG) held three teleconference [calls](#), and published their work on the group's working space.¹

In May 2016, a public call went out seeking volunteers to serve on the new MEAC Engagement Strategy Working Group (MEAC-SWG). The call attracted 48 members and two observers from 17 countries across the MEAC region. The members and observers of the MEAC-SWG are listed under section 6, and the group has an online working space as well.²

The working group's terms of reference have been to:

- Review the 2013-2016 Middle East Strategy – i.e., analyze what worked and what did not;
- Develop a three-year (2016-2019) regional engagement strategy for the Middle East and Adjoining Countries that focuses on the needs and priorities of the region within the scope of ICANN's mandate and remit;
- Provide a preliminary action plan including activities, timelines, and priorities;
- Ensure a true multi-stakeholder, bottom-up approach in both the development of this strategy and its implementation; and
- Work with the ICANN Middle East team on developing annual implementation plans for the strategy.

¹ Located at: <https://community.icann.org/pages/viewpage.action?pageId=58738200>.

² Located at: <https://community.icann.org/pages/viewpage.action?pageId=59642230>.

2.2 Geographic Scope

The strategy covers the 22 Arab countries that are members of the League of Arab States: Algeria, Bahrain, Comoros, Djibouti, Egypt, Iraq, Jordan, Kuwait, Lebanon, Libya, Mauritania, Morocco, Oman, Palestine, Qatar, Saudi Arabia, Somalia, Sudan, Syria, Tunisia, the United Arab Emirates, and Yemen, in addition to Afghanistan, Iran, Pakistan, and Turkey.³

2.3 Alignment with ICANN's 2016-2020 Strategic Plan

Announced on 10 October 2014, the [ICANN's Strategic Plan 2016-2020](#) defines five strategic objectives, and a number of sub-objectives under each. The MEAC Engagement Strategy has considered the plan's five objectives and some of the sub-objectives indicated below and addressed them with a focus on the MEAC region.

1. Evolve and further globalize ICANN
 - a. Further globalize and regionalize ICANN functions;
 - b. Bring ICANN to the world by creating a balanced and proactive approach to regional engagement with stakeholders;
 - c. Evolve policy development and governance processes, structures and meetings to be more accountable, inclusive, efficient, effective and responsive.
2. Support a healthy, stable, and resilient unique identifier ecosystem
 - a. Foster and coordinate a healthy, secure, stable, and resilient identifier ecosystem in the region;
 - b. Proactively plan for changes in the use of unique identifiers and develop technology roadmaps to help guide ICANN activities;
 - c. Support the evolution of domain name marketplace in the region to be robust, stable and trusted.
3. Advance organizational, technological and operational excellence
 - a. Develop a globally diverse culture of knowledge and expertise available to ICANN's board, staff and stakeholders.
4. Promote ICANN's role and multistakeholder approach
 - a. Encourage engagement with the existing Internet governance ecosystem at national, regional and international levels;
 - b. Clarify the role of governments in ICANN and work with them to strengthen their commitment to supporting the global Internet ecosystem;
 - c. Participate in the evolution of a global, trusted, inclusive multistakeholder Internet governance ecosystem that addresses Internet issues;

³ Turkey was not included in the 2013-2016 strategy.

- d. Promote role clarity and establish mechanisms to increase trust within the ecosystem rooted in the public interest.
- 5. Develop and implement a global public interest framework bounded by ICANN's mission
 - a. Empower current and new stakeholders to fully participate in ICANN activities.

In developing the strategy, the MEAC-SWG kept in mind the above points to ensure that the MEAC Engagement Strategy aligns with ICANN's overall strategic plan.

3 Review of the 2013-2016 Strategy

The ICANN Middle East team worked closely with the 2013-2016 Middle East Strategy Working Group members (MESWG) to review and assess the 2013-2016 Strategy, and showcased their findings at the ICANN 55 meeting in Marrakech on 5-10 March 2016, and on a webinar.⁴

A blog post along with an accompanying infographic, available at: <https://www.icann.org/news/blog/three-years-into-icann-s-middle-east-strategy>, summarized the findings of the review.

- The [DNS Entrepreneurship Center](#) is up and running. Partnering with local and international leaders in the domain name industry, the center provides training workshops on topics related to the Domain Name System (DNS);
- The DNS Forum was established as an annual event that offers industry-related discussions and networking opportunities with local and international experts. Today, we offer two forums: the [Middle East DNS Forum](#) and the [Turkey DNS Forum](#);
- A [study on the DNS market](#) in the Middle East was released. This study contains qualitative and quantitative data on the current state of the domain name industry in the region, and offers recommendations for how to continue expanding this industry;
- The Task Force on Arabic Script Internationalized Domain Names (IDNs) ([TF-AIDN](#)) is a community group that promotes the use of Arabic IDNs. A major accomplishment was the development of [Arabic Script's Label Generation Ruleset \(LGR\)](#), the first to be integrated into the [Root Zone LGR](#). The task force is currently developing second-level LGRs for languages that use the Arabic script. Another project is identifying and addressing the challenges of universal acceptance of Arabic script IDNs;
- The [Middle East and Adjoining Countries School on Internet Governance \(MEAC-SIG\)](#) is a capacity-building program that helps the regional community better understand Internet governance. The program also facilitates community engagement in related forums at national, regional and international levels. MEAC-SIG was held in 2014 and 2015, and is scheduled again for August 2016. A local program was launched last year in [Pakistan](#) in partnership with local stakeholders, the Asia-Pacific Network Information Center and the Internet Society;
- Through Memorandums of Understanding, ICANN formed key partnerships with:

⁴ More information is available at: <https://community.icann.org/pages/viewpage.action?pageId=59642230>.

- [Egypt's National Telecommunication Regulatory Authority](#), supporting the establishment of the DNS Entrepreneurship Center.
- [Qatar's Ministry of Information and Communications Technology](#), promoting regional growth in the domain name industry and the global multistakeholder approach to Internet Governance.
- [EURid](#), advocating the use of IDNs and developing local expertise in DNS technical, policy and business areas.

4 Mission Statement

The mission statement of the MEAC-SWG strategy is to *“Attract more active and engaged participants from the MEAC region to contribute to ICANN’s policy development processes and to acquire leading roles within the ICANN community.”*

The strategy will pursue its mission by striving to achieve specific objectives in each of the focus areas described in detail in section 5.

5 Strategic Focus Areas

To fulfill the objectives of the MEAC regional strategy, the strategy has identified three strategic focus areas, which are identified below and outlined in this section. The three strategic focus areas are:

1. Support secure, stable, and resilient DNS infrastructure in the MEAC region;
2. Promote a healthy and competitive domain name marketplace in the MEAC region; and
3. Clarify ICANN's role in an evolving Internet ecosystem through engagement with the MEAC community.

5.1 Support Secure, Stable and Resilient DNS Infrastructure in the MEAC Region

Building on the findings while implementing the 2013-2016 strategy, supporting secure, stable, and resilient DNS infrastructure can be attained by raising awareness, building technical capacities, training technical experts to become future trainers, provide assistance and advice to computer emergency response teams (CERTs)/computer security incident response teams (CSIRTs) and law enforcement agencies (LEAs) on DNS-related matters, and increase root-server instances in the region.

5.1.1 Objectives

There are three objectives and a number of action items proposed in supporting secure, stable, and resilient DNS infrastructure in the MEAC region, including:

1. Developing the necessary technical expertise to contribute to building and maintaining a secure, stable, and resilient DNS infrastructure
 - a. Conducting training workshops on DNS operations and security;
 - b. Training trainers from the region and support them to become lead trainers; and
 - c. Making technical materials available to the community as needed.
2. Increasing the necessary DNS knowledge and expertise within LEAs and CERTs/CSIRTs
 - a. Conducting contingency and coordination exercises to prepare CERTs/CSIRTs for DNS related threats;
 - b. Conducting workshops for policy makers and LEAs; and
 - c. Providing technical advice to LEAs and CERTs/CSIRTs as needed.
3. Strengthening cooperation among Internet service providers (ISPs) and mobile operators, top-level domain (TLD) registries, registrars, and academia to strengthen DNS security, stability and resiliency

- a. Conducting awareness programs to encourage Domain Name System security extensions (DNSSEC) deployment;⁵
- b. Increasing the number of root-server instances in the region; and
- c. Supporting the TF-AIDN.

5.1.2 Stakeholders (Beneficiaries and Contributors)

In the context of DNS infrastructure security and stability, stakeholders involved include but are not limited to the following:

- The DNS-EC;
- TLD registries (country code top-level domains (ccTLDs) and global top-level domains (gTLDs));
- Academia;
- Governments;
- Businesses;
- Registrars;
- ISPs and mobile operators;
- National and regional network operator groups (NOGs);⁶
- CERTs/CSIRTs;
- Non-Commercial Users;
- Registrants (Commercial and non-Commercial);
- Legal experts; and
- Law enforcement agencies.

The group will actively identify other stakeholder groups, and will include those stakeholders reached out to.

5.1.3 Metrics

- The number of training workshops and awareness programs on DNS operations and DNSSEC, as well as CERT/CSIRT- and LEA-related workshops;
- The number of trained participants;
- The number of trained trainers, and the number of training programs each has contributed to;
- The availability of relevant technical material;
- The number of new L root-server instances deployed, and their geographic spread across the region; and

⁵ More information available at: <https://www.icann.org/resources/pages/dnssec-gaa-2014-01-29-en>.

⁶ For a complete list, see: <http://www.senki.org/network-operations-groups-meeting/>.

- Progress of the work of the TF-AIDN and the different tasks undertaken.

5.2 Promote a Healthy and Competitive Domain Name Marketplace in the MEAC Region

The MEAC region is one of the fastest growing in terms of Internet penetration and the number of new users coming online.⁷ Social media use is quite high as well when compared to global statistics. This all entails the existence of opportunities for businesses to flourish and tap into new markets.

The region also ranks low in the use of domain names compared to other regions, yet this is another sign of potential growth and prosperity for the domain name marketplace.

Thus, a domain name marketplace was identified as a strategic focus area in ICANN's strategy for the region. The strategy would focus on highlighting opportunities, addressing challenges, and facilitating information and experience sharing in order to help develop the domain name marketplace and ensure active participation of the private sector in the region.

5.2.1 Objectives

There are four objectives and a number of action items proposed in promoting a healthy and competitive domain name marketplace in the MEAC region, including:

1. Expanding the advanced professional skills and expertise to further grow and develop the domain name marketplace
 - a. Working with the DNS-EC and other potential partners on organizing workshops with the aim of developing expertise and knowhow in the different aspects of the domain name marketplace;
 - b. Assisting TLD registries and registrars with best practices and experiences from leading players in the domain name industry; and
 - c. Building on the recommendations of the MEAC DNS study (see section 3), and engage with industry leaders to address the skill gaps in other areas of the ecosystem.
2. Strengthening collaboration among stakeholders from TLD registries, registrars, the private sector, and governments to grow and develop the domain name marketplace
 - a. Supporting the DNS-EC and other potential partners to facilitate collaboration between stakeholders;
 - b. Seeking new initiatives and partnerships with interested and relevant actors;
 - c. Raising awareness across the broader business and entrepreneurship community of opportunities in the domain name marketplace; and
 - d. Organizing media outreach activities to highlight key developments in the global and regional domain name marketplace and to raise more awareness across the region.

⁷ See: <http://www.internetworldstats.com/stats5.htm>.

3. Providing greater benefits to TLD registries, registrars, and other relevant groups in the region by sharing experiences and best practices of leading TLD registries and registrars
 - a. Continuing to support the Middle East DNS Forum and the Turkey DNS forum, and explore means to increase the impact of these fora and help them evolve;
 - b. Supporting the DNS-EC and other potential partners to bring experts to the region and helping to improve the business ecosystem around domain names; and
 - c. Facilitating the creation of internship opportunities with leading TLD registries and registrars to support knowledge transfer and the acquisition of new competencies, especially for students, youth, and young professionals.

4. Ensuring a continuously informed and updated community on DNS-related activities and opportunities
 - a. Raising awareness across the broader business and entrepreneurship community of opportunities in the domain name marketplace; and
 - b. Organizing media outreach activities to highlight key developments in the local, regional, and global domain name marketplace and to raise more awareness across the region.

5.2.2 Stakeholders (Beneficiaries and Contributors)

In the context of promoting a healthy and competitive domain name marketplace in the MEAC region, stakeholders include but are not limited to the following:

- The DNS-EC;
- TLD registries;
- Registrars;
- Academia;
- Governments;
- Businesses;
- ISPs and mobile operators;
- National and regional NOGs;
- Business schools;
- New gTLD applicants;
- The media;
- Non-Commercial Users;
- Registrants (Commercial and non-Commercial);
- Internet organizations (e.g., the Internet Society (ISOC), regional Internet registries (RIRs), regional TLD organizations, etc.); and
- Business associations.

The group will actively identify other stakeholder groups, and will include those stakeholders reached out to.

5.2.3 Metrics

- The number and nature of workshops delivered as part of the DNS-EC;
- The number of engagement activities with TLD registries and registrars from the region;
- The number of active participants from the region in related ICANN processes and working groups;
- The number of attendees at the annual Middle East DNS Forum and the Turkey DNS Forum;
- The number of interns trained as part of the different DNS-related internship programs;
- The number of new domain name-related businesses in the region; and
- The number of regional media and outreach activities, and the quality of media coverage.

5.3 Clarify ICANN's Role in an Evolving Internet Ecosystem through Engagement with the MEAC Community

While ICANN's role in the Internet governance ecosystem is essential, its mandate remains limited to names, numbers, and protocol parameters.⁸

5.3.1 Objectives

There are four objectives and a number of action items proposed in clarifying ICANN's role in an evolving Internet ecosystem through engagement with the MEAC community, including:

1. Empowering more stakeholders in the region to actively engage in the processes of ICANN supporting organizations (SOs) and advisory committees (ACs)
 - a. Supporting ICANN At-Large structures through training and other resources;
 - b. Developing engagement programs with academia to educate students and faculty on ICANN's roles and mission;
 - c. Participating in civil society activities to raise awareness about ICANN's policy development processes (PDPs);
 - d. Promoting the ICANN Fellowship Program,⁹ NextGen@ICANN Program,¹⁰ and Community Regional Outreach Pilot Program (CROPP);¹¹ and
 - e. Supporting the creation of remote hubs for ICANN meetings.
2. Promoting higher levels of awareness of ICANN's mission and efforts to enhance its accountability mechanisms
 - a. Raising awareness about ICANN's new, post-Internet Assigned Numbers Authority (IANA) stewardship transition bylaws¹² and accountability mechanisms;¹³
 - b. Encouraging participation and input in work related to different ICANN processes and working groups; and
 - c. Engaging with regional media outlets and developing key messages to raise the profile on ICANN-related work and issues.
3. Strengthening collaboration with Internet organizations in the region
 - a. Coordinating with the various Internet organizations working in the region (e.g., ISOC, Réseaux IP Européens Network Coordination Centre (RIPE NCC), African Network

⁸ For more information, see: <https://www.icann.org/resources/pages/what-2012-02-25-en> & <https://www.icann.org/resources/pages/effect-2012-02-25-en>.

⁹ For more information, see: <https://www.icann.org/fellowshipprogram>.

¹⁰ For more information, see: <https://www.icann.org/development-and-public-responsibility/nextgen>.

¹¹ For more information, see: [https://community.icann.org/display/croppfy16/Community+Regional+Outreach+Pilot+Program+\(CROPP\)-FY16+Home](https://community.icann.org/display/croppfy16/Community+Regional+Outreach+Pilot+Program+(CROPP)-FY16+Home).

¹² For more information, see: <https://www.icann.org/news/blog/new-icann-bylaws>.

¹³ For more information, see: <https://www.icann.org/stewardship-accountability>.

- Information Center (AFRINIC), etc.), and working together to better engage with the community; and
- b. Participating in and supporting activities related to TLD registries and technical fora, including national and regional NOGs such as the Middle East Network Operators Group (MENOG).¹⁴
4. Providing a better understanding of multi-stakeholder approaches to Internet governance
 - a. Promoting and supporting national and regional multi-stakeholder Internet governance initiatives, such as the Arab Internet Governance Forum;¹⁵
 - b. Continuing to organize the annual Middle East and Adjoining Countries School on Internet Governance (MEAC-SIG)¹⁶ and contribute to other similar activities; and
 - c. Develop and share materials with the broader community on ICANN's role in the Internet governance ecosystem.

5.3.2 Stakeholders (Beneficiaries and Contributors)

In the context of clarifying ICANN's role in an evolving Internet ecosystem through engagement with the MEAC community, stakeholders include but are not limited to the following:

1. At-Large structures;
2. Academia;
3. Civil society;
4. Governments;
5. Businesses;
6. TLD registries;
7. Registrars;
8. ISPs and mobile operators;
9. National and regional IGFs;
10. Regional intergovernmental organizations (e.g., United Nations Economic and Social Commission for Western Asia (UN ESCWA), League of Arab States, African Union, etc.);
11. New gTLD applicants;
12. The media;
13. Non-Commercial Users;
14. Registrants (Commercial and non-Commercial);
15. Internet organizations;
16. End users; and
17. National and regional NOGs,

¹⁴ For more information, see: <http://www.menog.org/>.

¹⁵ For more information, see: <http://igfarab.org/En/index.jsp>.

¹⁶ For more information, see: <https://community.icann.org/display/MES/MEAC-SIG+2016>.

The group will actively identify other stakeholder groups, and will include those stakeholders reached out to.

5.3.3 Metrics

- The number of training programs and engagement activities with At-Large structures, civil society, and academic institutions;
- The number of participants in the various training programs and engagement activities;
- The number of local community members acting as instructors in the various training programs and engagement activities;
- The number of beneficiaries of the ICANN Fellowship Program, the NextGen@ICANN Program, and CROPP;
- The number of remote hubs created and their location;
- The number of active participants in the different ICANN processes and working groups; and
- The amount, impact, and quality of regional media coverage on ICANN and its work. This would include blogs, media articles, social media, and other relevant platforms.

6 Annex – MEAC-SWG Membership

Name	Affiliation	Country
Members		
Abdelhamid Al Abbadi	Jordan Aeronautical-System Company	Jordan
Abduljalil Alkubati	YemenNet	Yemen
Adeel Sadiq	Huawei Pakistan	Pakistan
Ahlam Abu-Jadallah	National Information Technology Center	Jordan
Ahmed Bakhat Masood	Pakistan Telecom Authority	Pakistan
Aicha Jeridi	iGmena	Tunisia
Ali Almeshal	ISOC Bahrain Chapter	Bahrain
Bunyamin Atici	Firat University	Turkey
Chokri Ben Romdhane	National University Center of Scientific and Technical Documentation	Tunisia
Dhouha Ben Youssef	I.Conseils	Tunisia
Fadia Souliman	National agency for Network Services	Syria
Farzaneh Badii	University of Hamburg	Iran
Fouad Bajwa	Independent Public Policy Advisor and Consultant	Pakistan
Hadia El Miniawi	National Telecom Regulatory Authority	Egypt
Hago Dafalla	Zawia University	Sudan
Hamza Ben Mehrez (Vice-Chair)	iGmena	Tunisia
Hanane Boujemi	iGmena	Morocco
Hanna Kreitem	Birzeit University	Palestine
Hosein Badran	Qatar Computing Research Institute / Qatar Foundation	Egypt
Houda Belkassem	Moulay Ismail University	Morocco
Ines Hfaiedh	Ministry of National Education and Ministry of Information and Communications Technologies (ICTs) and Digital Economy	Tunisia
Jad El Cham	Data Consult	Lebanon
James Quirk	American University	USA / Iraq
Khaled Khelifi	Tunisia Internet	Tunisia
Khalid Samara	Orange Jordan Telecom / MENOG	Jordan
Mahdi Taghizadeh	Fidilio/Delion	Iran
Mahmoud Lattouf	Abu-Ghazaleh Intellectual Property	Jordan
Manal Ismail	National Telecom Regulatory Authority	Egypt
Michael Oghia	Independent consultant & editor	Lebanon / Serbia
Mohamed Ibrahim	National ICT and Digital Economy Office	Somalia
Mohamed Majdoubi	iGmena	Morocco

Mona Alashkar Jabbour	Lebanese University	Lebanon
Mona Badran	Cairo University	Egypt
Mubashir Sargana	Pakistan Information Security Association	Pakistan
Nabil Benamar	University Moulay Ismail of Meknes	Morocco
Nadira Alaraj	Self Employed	Palestine
Noha Fathy	Independent consultant	Egypt
Rafik Dammak	NTT Communications	Tunisia
Rao Naveed Bin Rais	Capital University of Science & Technology	Pakistan
Rim Hayat Chaif	Crossing Borders NGO / Sumrando Cybersecurity / Raseef22	Algeria
Said Marjan Zazai	Codezone IT Services	Afghanistan
Salam Yamout	United Nations Development Programme / Internet Society	Lebanon
Tijani Ben Jemaa	Retired	Tunisia
Wajdi Garali	National Telecommunications Regulatory Authority	Tunisia
Walid Al-Saqaf (Chair)	ISOC Yemen Chapter	Yemen
Zahr Bou-Ghanem	Economic and Social Commission for Western Asia (ESCWA)	Lebanon
Zakir Syed	Independent consultant	Pakistan
Zied Bouziri	ISET Charguia, University of Tunis	Tunisia
Observers		
Osama Tamimi	Wataniya Mobile	Palestine
Walid Abismail	--	Algeria

Table 1: List of Members and Observers of the MEAC-SWG