

FY20 Middle East Engagement Satisfaction: Survey Report

23 September 2020



TABLE OF CONTENTS

Executive Summary	3
Survey Analysis	4
Respondent Profile and Background	4
Effectiveness of ICANN org’s Middle East Engagement	7
Satisfaction over ICANN org’s Middle East Engagement	8
Current Engagement Activities In-Light of COVID-19	9
Language Preference for Future Surveys	10
Looking Ahead: Suggestions for FY21	11
FY20 vs FY19 Engagement Satisfaction Surveys	12
Appendix ‘A’ – Survey Questions	13

Executive Summary

Since Fiscal Year 2018 (FY18), the ICANN organization's Global Stakeholder Engagement (GSE) Team for the Middle East¹ has been conducting annual engagement satisfaction surveys to gauge the satisfaction levels of regional stakeholders.

The ICANN org FY20 Engagement Satisfaction Survey for the Middle East covers the time period from 1 July 2019 to 30 June 2020. It was open for community input between 1-22 June 2020.

In total, 42 people responded to the survey, with partial or full submissions. Of these respondents:

- 33.33% took the survey anonymously.
- 40% identified themselves as either leaders or active participants in ICANN's different processes.
- 76% found ICANN's overall engagement in the Middle East to be effective.
- 60% found ICANN's engagement during COVID-19 to be effective.
- 76% were satisfied with ICANN org's regional engagement.

Respondents were asked about:

- The effectiveness of ICANN org's engagement.
- The satisfaction levels of ICANN org's engagement.
- Suggestions of other engagement methods to assist ICANN org in its regional outreach.
- Suggestions for ICANN org to improve its engagement in the Middle East starting FY21.

What's Next?

ICANN org's GSE Middle East team will work, both internally and with the wider regional community, on executing the suggestions made in this report. Most of the suggestions will be executed under the flagship of the MEAC Regional Plan; specifically, the current FY21 Action Plan and the upcoming FY22 Action Plan.

¹ The Middle East here is defined as the 22 Arab States as defined by the League of Arab States (please see the full list of member states at <https://arab.org/directory/league-of-arab-states/>), Turkey, Iran, Afghanistan, and Pakistan.

Survey Analysis

Respondent Profile and Background

The survey, open to the community between 1-22 June 2020, was delivered using ClickTools. It comprised of four questions related to personal information, 13 mandatory questions, and one question related to subscriptions for the regional newsletter and regional mailing list. The survey was a mix of closed-ended and open-ended questions.

In total, there were 42 respondents to the survey who made a submission, either fully or partially. Of the 42 respondents, 66.67% identified themselves, while the remaining 33.33% took the survey anonymously.

Countries

The identified respondents were from a total of 13 countries, 11 of which are in the Middle East.

Of the identified respondents, 46% were from Morocco, Egypt, and Tunisia. Figure 1 below depicts the full distribution of respondents across all 13 countries.

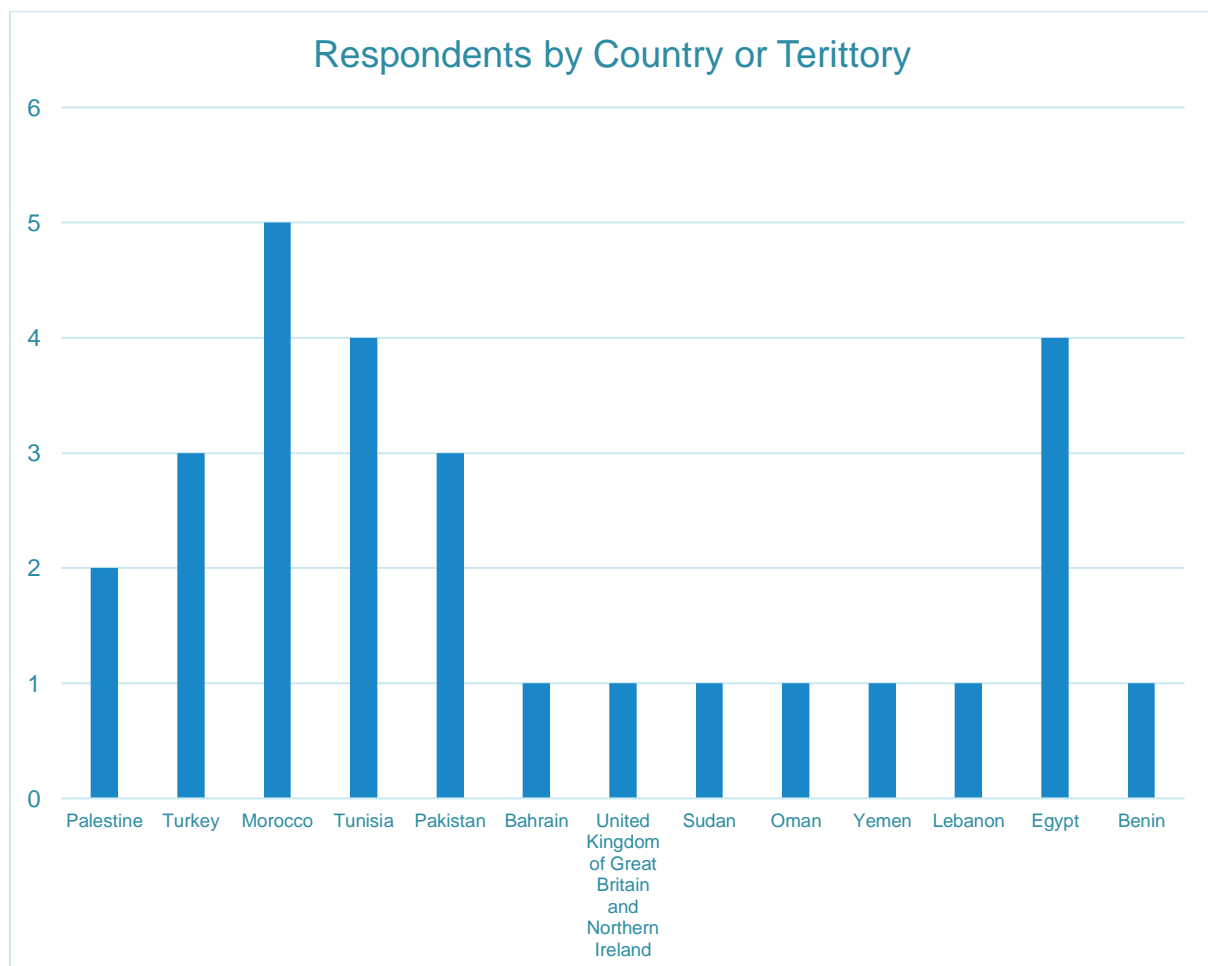


Figure 1: Number of Respondents by Country or Territory

Stakeholder Grouping

Close to 60% of the respondents identified themselves as either government, intergovernmental, or civil society. Respondents from the private sector and the Domain Name System (DNS) industry were the lowest stakeholder groupings which participated in the survey.

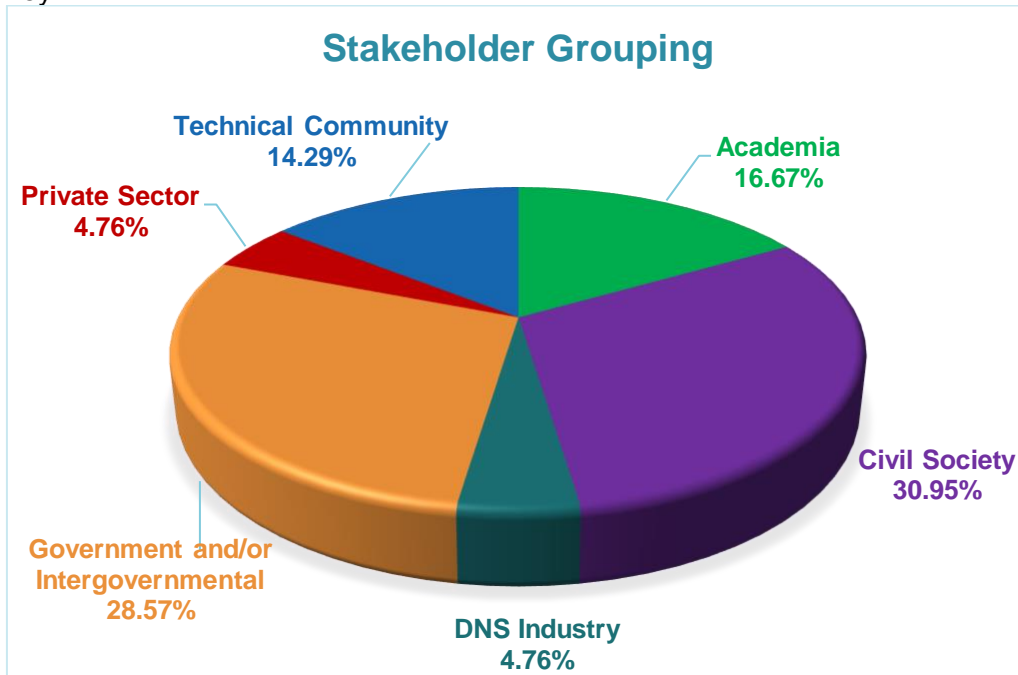


Figure 2: Stakeholder Groupings of Respondents

Participation and Engagement

In terms of participation and engagement with ICANN org, a little over 40% of the respondents identified themselves as either leaders or active participants in ICANN org’s different processes.² Figure 3 below depicts the full spectrum of participation.



Figure 3: Participation and Engagement at ICANN

² Please refer to question 2 in Appendix ‘A’ to understand each of the five categories in figure 3.

Activities and Initiatives

The top five activities and initiatives that drew participation from the region were:

1. Webinars
2. Email communication with community members
3. Local events or activities organized by ICANN org or ICANN stakeholders
4. Middle East Space at ICANN Meetings (in person or remotely)
5. ICANN65, ICANN66, and ICANN67 readout sessions

#	Activities and Initiatives Involvement in the Middle East	%
1.	Webinars	69.05%
2.	Email communication with community members	66.67%
3.	Local events or activities organized by ICANN or ICANN stakeholders	54.76%
4.	Middle East Space at ICANN Meetings (in person or remotely)	45.24%
5.	ICANN65, ICANN66, and ICANN67 readout sessions	45.24%
6.	The 2016-2020 Middle East and Adjoining Countries Strategy	40.48%
7.	One-on-one meetings with community members; whether in person or remotely	38.10%
8.	Middle East and Adjoining Countries School on Internet Governance (MEAC-SIG) 2019	38.10%
9.	Capacity development activities (DNS Operations, DNSSEC, Handling Internet Identifiers Abuse and Misuse, GAC Capacity Building Workshop)	35.71%
10.	The New 2021-2025 Middle East and Adjoining Countries Regional Plan	28.57%
11.	Task Force on Arabic Script IDNs (TF-AIDN)	21.43%
12.	DNS Entrepreneurship Center (DNS-EC)	16.67%
13.	Remote engagement with communities in areas where travel is considered high-risk	7.14%
14.	Others	14.29%

Table 1: Involvement in Activities and Initiatives in the Middle East

Effectiveness of ICANN org's Middle East Engagement

More than 76% of the respondents found ICANN org's engagement to be effective, while a little under 3% found it to be ineffective, as shown in figure 4 below.

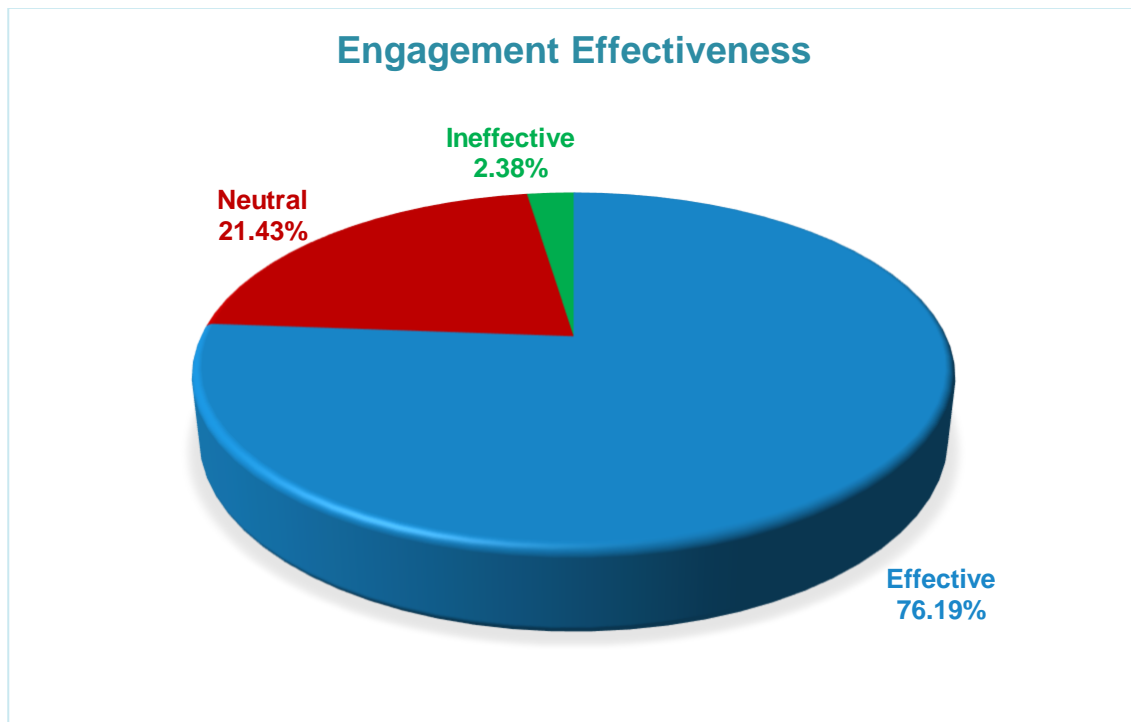


Figure 4: Effectiveness of ICANN org's engagement in the Middle East

Respondents were asked to provide their views on the effectiveness of ICANN org's engagement with supporting examples. Below is a summary of the feedback received.

Positive Feedback

- Consistent communication, regular updates, sharing documents and publications, vivid discussions and exchanges on various ICANN-related topics; all have contributed to increasing community engagement.
- ICANN org engagement in the region has been instrumental in planning and preparing for activities, which were quite successful and beneficial in addressing the region's specific needs and challenges, and advancing engagement from the local and regional community. This also includes webinars and remote engagement activities.
- Successful regional initiatives, programs, and partnerships include the Middle East Space, the Task Force on Arabic Script IDNs (TF-AIDN), the DNS Entrepreneurship Center (DNS-EC), the Domain Name System Security Extensions (DNSSEC) train-the-trainer program, Universal Acceptance, the Middle East and Adjoining Countries School on Internet Governance (MEAC-SIG), the Pakistan School on Internet Governance, and the International Telecommunication Union Workshop on Building Capacities in Internet Governance in the Arab region.
- The development of the regional plan through a transparent and collaborative manner, in a way which reflects and addresses regional needs.
- ICANN's Global Stakeholder Engagement (GSE) Middle East team is engaging, active, and collaborative. Their engagement has further increased since the appointment of a new team member based in Turkey.

- Organizing effective and diverse capacity building activities, particularly around technical aspects of the DNS, namely DNSSEC.

Negative Feedback and/or Suggestions for Improvements

- Some respondents indicated an interest in being more involved in ICANN, but did not know how to get involved.
- Little to no value seen in some of the engagements.
- Some webinars have low participation, attracting the same small group of people.
- More development activities are needed, with more support from ICANN for local initiatives such as workshops and training.
- Provide guidance on best practices and operations.
- More effort is needed to harmonize the purpose of the engagement strategy across different community-facing events, such as Schools on Internet Governance (SIGs), DNS Forums, etc.

Satisfaction over ICANN org’s Middle East Engagement

More than 76% of respondents were satisfied with ICANN org’s regional engagement. It is important to note that none of the respondents were dissatisfied. Figure 5 shows the satisfaction levels of stakeholders regarding ICANN org’s engagement in the region throughout FY20.

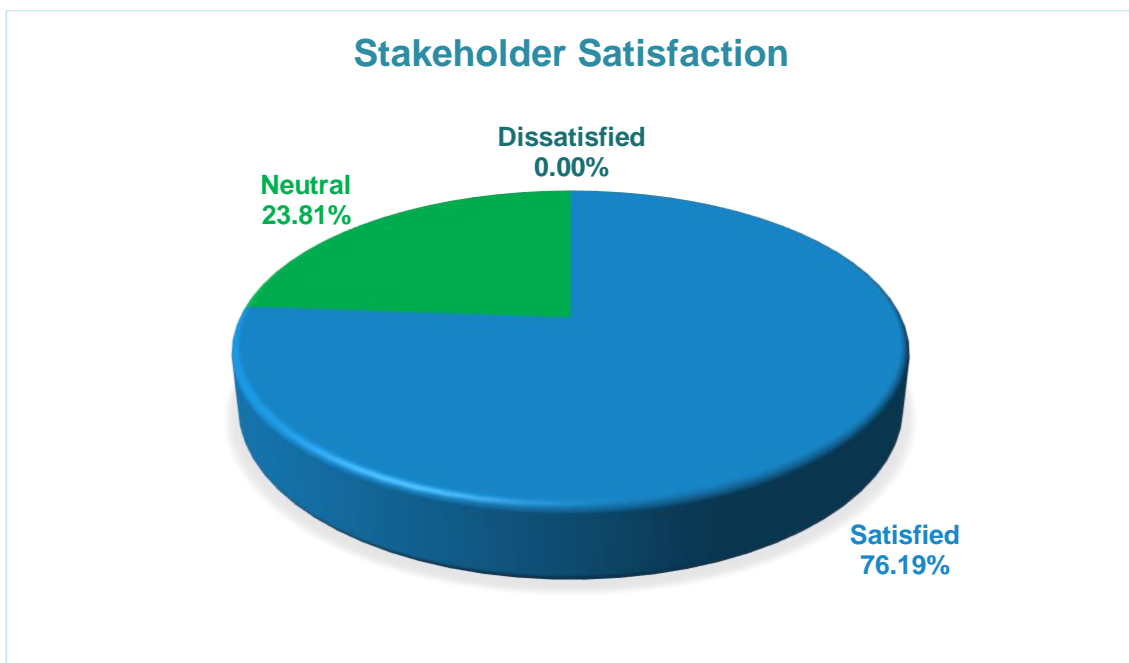


Figure 5: Satisfaction with ICANN org's Engagement in the Middle East

Respondents were asked to provide their views on their satisfaction levels over ICANN org’s engagement, with supporting examples of what they considered to be successful or not. Below is a summary of the feedback received.

Positive Feedback

- The number of engagement activities is suitable and does not overwhelm the volunteer community members.
- ICANN org has made significant efforts to make virtual engagement possible and keep the community engaged during the COVID-19 pandemic.

- Positive experiences were shared by ICANN Fellows and newcomers noting the effectiveness of ICANN’s remote engagement tools as well as ICANN Learn.
- The satisfaction in being part of the regional working group that shaped ICANN’s regional engagement plan.
- Despite COVID-19, the FY20 Implementation Plan of the 2016-2020 Middle East Strategy was respected and fulfilled.
- ICANN’s continuous support of the DNS Entrepreneurship Center (DNS-EC) by introducing new training workshops to a diverse range of regional industry players.
- GSE Middle East team is responsive and supportive.

Negative Feedback and Suggestions for Improvements

- New segments of stakeholders could be further engaged, particularly from youth, young entrepreneurs, and digital creators.
- A more tailored approach is required to attract the regional DNS industry stakeholders. The Middle East DNS Forum mailing list could be a possible source for this.
- Some respondents indicated the need for more development activities in the region.
- One suggestion to have the MEAC-SIG program in Arabic along with an Arabic website.
- Engagement is limited due to COVID-19.

Current Engagement Activities In-Light of COVID-19

During the period affected by the COVID-19 pandemic in FY20, remote engagement was the key method of engagement for ICANN.

Close to 60% of the respondents found ICANN org’s engagement to be effective, while a little over 26% of the respondents had not yet participated in any of ICANN org’s remote engagement activities. Figure 6 below visualizes the results.

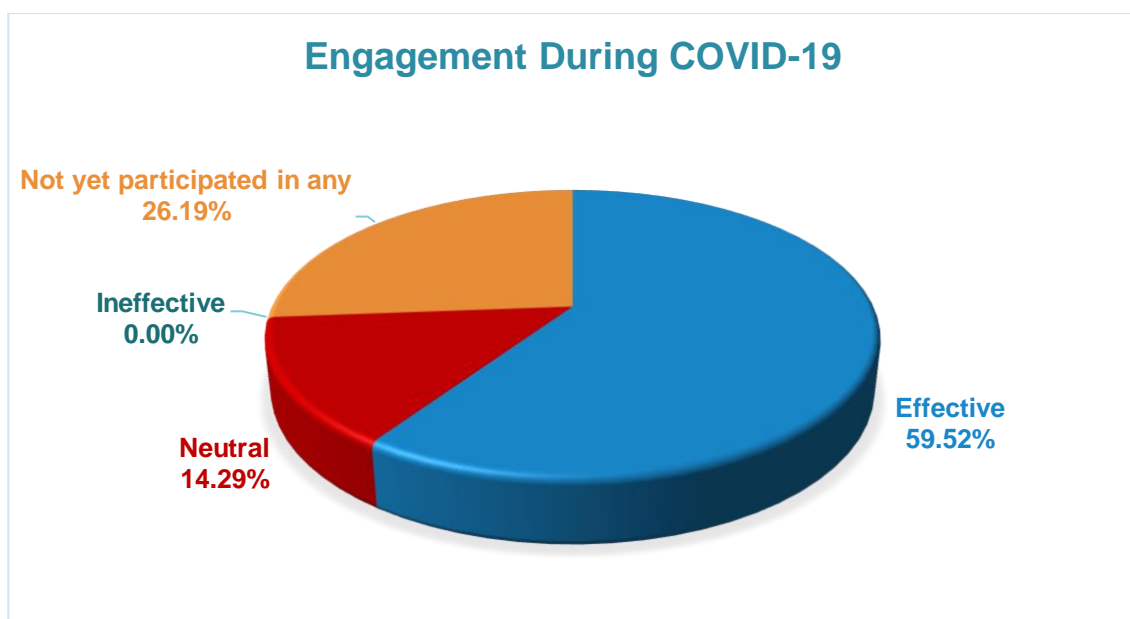


Figure 6: Effectiveness of ICANN org Engagement during COVID-19 in the Middle East

Respondents were also asked to suggest other methods of engagement to assist ICANN org in its regional outreach. Suggestions made included: virtual roundtables, virtual Q&A

sessions, virtual discussions with the ICANN leadership, diversifying remote engagement tools and platforms, utilizing social media platforms, utilizing ICANN Learn, and more engagement in the Arabic language.

Additionally, they were asked to include any additional remarks regarding ICANN org's engagement in the Middle East during FY20. Responses were as follows:

- More trainings on topics such as DNS Functions and DNS Security.
- More focused engagement on the security and stability of the Internet.
- More focused engagement on developing a more thorough and structured understanding of the circumstances and needs of regional industry actors including gTLD and ccTLD registry operators, registrars and resellers, as well as registrants.
- The International Telecommunication Union (ITU) is looking forward to having ICANN attend the ITU annual Emerging Technology Week, and share the findings of the OCTO-004 paper on the "Domain Name System (DNS) and 5G."
- Reallocate ICANN's travel budget for 2020 to support community members in their local activities.

Language Preference for Future Surveys

For the purpose of conducting future surveys, respondents were asked to state their preferred language(s).

Close to 62% of the respondents were either fine with having the survey in English or had no language preference. Around 31% of the respondents would like to see such future surveys in Arabic, while a little over 7% would like to see the survey in French.

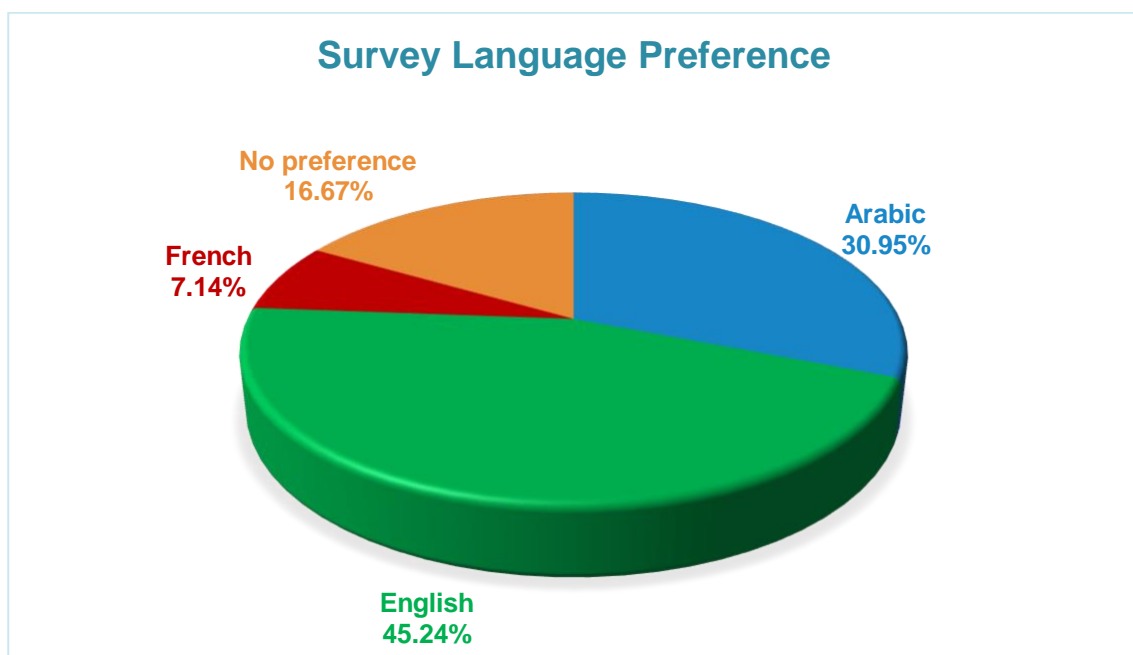


Figure 7: Survey Language Preference

Looking Ahead: Suggestions for FY21

Respondents were asked to provide suggestions on how ICANN org can improve its engagement, virtual or otherwise, in the Middle East starting FY21. Below is a summary of the remarks received:

- Promote active participation through offering incentives, engaging both in person and virtually, raising awareness on ICANN and DNS related topics, and encouraging diverse stakeholder engagement, with an emphasis on youth and regional DNS industry players.
- Expand the circle of interest of current projects, involve new stakeholders in new projects, utilize more collaboration with relevant entities, organize more national and regional events, and organize a Middle East day event.
- Deliver more capacity building programs, some over multiple days; prepare comprehensively and schedule such programs.
- Allocate necessary finances to support At-Large Structures (ALSs), Universal Acceptance (UA) Ambassadors, the National School of Internet Governance (SIG), more fellows from the region, and execution of the MEAC Regional Plan.
- Reserve cloud space for regional projects that touch upon the DNS.
- Improve regional communication by offering content in multi-languages with an emphasis on Arabic and French, conduct a survey to understand what would motivate regional stakeholders to be more involved in ICANN org's work during COVID-19, and better market the NextGen program across the region.

FY20 vs FY19 Engagement Satisfaction Surveys

The FY20 is the third Engagement Satisfaction survey undertaken, with previous surveys released for [FY18](#) and [FY19](#). Table 2 below provides comparisons for shared questions in both the FY19 and FY20 surveys.

	FY19		FY20	
Number of Respondents	49		42	
Number of Countries of Respondents	19		13	
Common Top 5 Activities and Initiatives	1. Webinars 2. Middle East Space			
Engagement Effectiveness	Effective or Extremely Effective	69.39%	Effective	76.19%
	Neutral	12.24%	Neutral	21.43%
	Ineffective or Extremely Ineffective	18.37%	Ineffective	2.38%
Engagement Satisfaction Levels	Satisfied or Extremely Satisfied	73.47%	Satisfied	76.19%
	Neutral or Somewhat Satisfied	22.45%	Neutral	23.81%
	Dissatisfied or Extremely Dissatisfied	4.08%	Dissatisfied	0%

Table 2: FY20 vs. FY19 Survey Comparison

Appendix 'A' – Survey Questions

This survey seeks feedback from the Middle East community on ICANN org activities during the Fiscal Year 2020 (1 July 2019 - 30 June 2020). The survey intends to capture the satisfaction levels on the work undertaken by ICANN org in the Middle East, and to solicit feedback on areas that need development and improvements.

Part 1 - General Information

First Name: _____

Last Name: _____

Email Address: _____

Country: _____

1. Which stakeholder group best represents you?

- Academia
- Civil Society
- DNS Industry
- Government and Intergovernmental
- Private Sector
- Technical Community

2. How do you categorize your current participation and engagement with ICANN?

- Newcomer** - I have introductory knowledge of ICANN but I am not involved
- Observer** - I am subscribed to at least one ICANN-related mailing list and follow its work
- Participant** - I have joined a stakeholder group or constituency
- Active Participant** - I actively participate in working groups and contribute to their work
- Leader** - I am currently holding, or have held, a leadership position as an ICANN Board Director, Chair/Vice-Chair of one of the Supporting Organizations/Advisory Committees, NomCom, Regional At-Large Organizations, or one of the Cross Community Working Groups.

Part 2 - FY20 Engagement Activities in the Middle East

3. During FY20, ICANN has engaged with the regional community in several ways. Which of the below initiatives and activities have you been involved in? Select all that apply.

- The 2016-2020 Middle East and Adjoining Countries Strategy
- The New 2021-2025 Middle East and Adjoining Countries Regional Plan
- Middle East and Adjoining Countries School on Internet Governance 2019
- DNS Entrepreneurship Center (DNS-EC)
- Task Force on Arabic Script IDNs (TF-AIDN)
- Middle East Space at ICANN Public Meetings (in person or remotely)
- ICANN65, ICANN66, and ICANN67 readout sessions
- Local events and activities organized by ICANN or ICANN stakeholders

- Capacity development activities (DNS Operations, DNSSEC, Handling Internet Identifiers Abuse and Misuse, GAC Capacity Building Workshop)
- One-on-one meetings with community members, whether in person or remotely
- Email communication with community members
- Webinars
- Remote engagement with communities in areas where travel is considered high risk
- Others. Please specify:

4. Based on your involvement with the events and initiatives listed above, please assess the effectiveness of ICANN org's engagement efforts in the region.

- Effective
- Neutral
- Ineffective

5. Please elaborate on your above response, giving examples of what worked and what did not work.

6. How would you rate your personal level of satisfaction with ICANN org's engagement in the region throughout FY20?

- Satisfied
- Neutral
- Dissatisfied

7. Please elaborate on your level of satisfaction by providing examples of what did or did not work.

Part 3 - Engagement Activities in-light of COVID-19

8. As a result of the COVID-19 pandemic, we have shifted our face-to-face engagement to remote means such as email communication, one-on-one virtual meetings, and public webinars. How would you assess the effectiveness of such remote engagement?

- Effective
- Neutral
- Ineffective
- I have not participated in any

9. As virtual engagement will remain to be our sole means of outreach until COVID-19 ends and life goes back to normal, what other methods of virtual engagement would you suggest?

Part 4 - Final Remarks

10. Please enter any further remarks regarding ICANN org's engagement in the region during FY20.

11. Looking ahead to Fiscal Year 2021 (1 July 2020 - 30 June 2021), what are your suggestions to improve ICANN org's engagement in the Middle East?

12. What is your regional U.N. language of preference when taking the survey?

- Arabic
- English
- French
- I have no preference

13. Would you like to subscribe to ICANN org's EMEA monthly newsletter to receive the latest news and updates from ICANN?

- Yes
- No

14. Would you like to subscribe to ICANN org's Middle East mailing list?

- Yes
- No



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