

# Staff Report of Public Comment Proceeding

TITLE																								
<b>Publication Date:</b>	19 July 2021																							
<b>Prepared By:</b>	Naela Sarras																							
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<b>Staff Contact:</b>	Naela Sarras	<b>Email:</b>	Naela.sarras@icann.org																					
Section I: General Overview and Next Steps																								
<p>The top-line commentary from the community on the North America Engagement Plan encompassed a desire for more detailed descriptions and identification of relevant stakeholders, as well as what constitutes a new stakeholder. There was also a desire to more clearly define qualitative in addition to quantitative Key Performance Indicators.</p> <p>After taking into account and considering the community's Public Comments on the plan, the Global Stakeholder Engagement (GSE) North America team will adjust the plan as necessary and appropriate and publish a finalized plan in the weeks following the publication of this Staff Report.</p>																								
Section II: Contributors																								
<p><i>At the time this report was prepared, a total of three (3) community submissions had been posted to the forum. The contributors, both individuals and organizations/groups, are listed below in chronological order by posting date with initials noted. To the extent that quotations are used in the foregoing narrative (Section III), such citations will reference the contributor's initials.</i></p> <p><u>Organizations and Groups:</u></p> <table border="1"> <thead> <tr> <th>Name</th> <th>Submitted by</th> <th>Initials</th> </tr> </thead> <tbody> <tr> <td>Registry Stakeholder Group (RySG)</td> <td>Elizabeth Bacon</td> <td>EB</td> </tr> <tr> <td>International Trademark Association (INTA)</td> <td>Lori Schulman</td> <td>LS</td> </tr> <tr> <td>Business Constituency (BC)</td> <td>Steve DelBianco</td> <td>SDB</td> </tr> </tbody> </table> <p><u>Individuals:</u></p> <table border="1"> <thead> <tr> <th>Name</th> <th>Affiliation (if provided)</th> <th>Initials</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>				Name	Submitted by	Initials	Registry Stakeholder Group (RySG)	Elizabeth Bacon	EB	International Trademark Association (INTA)	Lori Schulman	LS	Business Constituency (BC)	Steve DelBianco	SDB	Name	Affiliation (if provided)	Initials						
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Section III: Summary of Comments																								
<p><i>General Disclaimer: This section intends to summarize broadly and comprehensively the comments submitted to this Public Comment proceeding but does not address every specific position stated by each contributor. The preparer recommends that readers interested in specific aspects of any of the</i></p>																								

summarized comments, or the full context of others, refer directly to the specific contributions at the link referenced above (View Comments Submitted).

*RySG (Submitted by EB):*

- Requests defining success criteria for each outcome and KPI to assess performance and success.

*INTA (Submitted by LS):*

- Request to more clearly define the term “relevant stakeholders” to ensure appropriate inclusion.
- Requests that “qualitative” KPIs be added in addition to “quantitative”.
- Section 1.1
  - *Goal:* Define relevant stakeholders. Are law enforcement, brand owners/brand protection professionals, and cybersecurity professionals to be included?
  - *Proposed Engagement Area:* Define acronyms listed (e.g. OCTO; DAAR; KINDNS; ITHI).
  - *Targeted Outcomes:* Consider a single ICANN web page/dashboard for all DNS Abuse and security related materials/studies/etc.
  - *KPIs:* More clearly define how the KPI is measured.
- Section 1.3
  - *Goal:* Does this definition include IP enforcement?
  - *Proposed Engagement Areas:* What kinds of organizations do we intend to partner with?
  - *Targeted Outcomes:* Term “right actors” should be clearly defined.
- Section 2.1
  - *Goal:* Requests organizational restructuring of the GNSO to empower non-contracted parties.
  - *KPI:* Reiterates call for qualitative measurement in addition to quantitative.
- Section 3.4
  - *Proposed Engagement Area:* Requests that promotion of .BRANDS should be part of the outreach. Requests promotion of .BRANDS to major companies.

*BC (Submitted by SDB):*

- Strategic Objective 2 (Improve the effectiveness of ICANN’s multistakeholder model of governance) needs to be carefully addressed so that:
  - ICANN Org recognizes that participation has limited value when the outputs of working groups are deferred for future implementation or blocked by contract parties’ control of GNSO. This creates fatigue of existing participants when long horizons stand in the way of exhaustive efforts to achieve consensus.
  - New participants are enticed to bring their expertise about business and the internet so that policy development work can be more broadly distributed.
- The document references community very narrowly, describing existing stakeholders, that relatively small group of participants that has already found use and need for ICANN for their own purposes. This group will likely continue to be involved, unless engagement efforts do not result in new participation. To this point, we note that only once does the Plan mention ‘new stakeholders’ and only twice do they talk about ‘potential stakeholders.’ As a result, more details of the emphasis that will be placed on engagement is necessary. Specifically:
  - What proportion of engagement will be spent on existing community vs. new or potential stakeholders?
  - How will ICANN org identify and reach potential and new stakeholders? While technical or professional associations, chambers of commerce, universities, or other regional entities are mentioned, as is USG and GoC, limited resources require careful attention to where ICANN org’s resources will bear the greatest fruit.

- What partnerships (2.2 Proposed Engagement Area) will be on the outreach list? they are talking about when they mention relevant vendors or talking about strengthening partnerships (with who?).

#### **Section IV: Analysis of Comments**

*General Disclaimer: This section intends to provide an analysis and evaluation of the comments submitted along with explanations regarding the basis for any recommendations provided within the analysis.*

In response to the comments from *INTA*, the GSE North America team will expand the acronyms in the document so it is more easily understandable to readers. In regards to creating a dedicated web presence that focuses on Domain Name System abuse, ICANN org is currently working on creating such a space.

In response to the comments from the *BC*, the GSE North America team would note that it is a goal of the ICANN President & CEO that we as a GSE team support and help implement plans to attract new community members. In an effort to realize this goal, the GSE North America team has already undertaken actions to bring new stakeholders into the fold, including launching a virtual briefing/webinar series covering a host of topics from the happenings at intergovernmental organizations to more technical topics that ICANN works on. Additionally, the team is constructing an outreach plan to colleges and universities to engage students and faculty that work on tech policy or cybersecurity issues. The team is planning a webinar detailing the Fellowship and NextGen programs in September as part of this effort.