

# One World, One Internet

## ICANN STRATEGIC PLAN 2016-2020



### Mission

ICANN's founding mission, as stated in its Bylaws, is to coordinate, at the overall level, the global Internet's system of unique identifiers, and in particular to ensure the stable and secure operation of these related systems.

In performing its mission, ICANN is guided by core values enumerated in its Bylaws, including diversity, fairness, integrity, creativeness, effectiveness, responsiveness and transparency.

### Vision

ICANN's vision is that of an independent, global organization trusted worldwide to coordinate the global Internet's systems of unique identifiers to support a single, open and globally interoperable Internet.

ICANN builds trust through serving the public interest, and incorporating the transparent and effective cooperation among stakeholders worldwide to facilitate its coordination role.

### Objectives



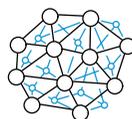
- 1 Evolve and further **globalize** ICANN.



- 2 Support a healthy, stable and resilient **unique identifier ecosystem**.



- 3 Advance **organizational, technological and operational excellence**.



- 4 Promote ICANN's role and the **multistakeholder** approach.



- 5 Develop and implement a **global public interest** framework bounded by ICANN's mission.

# ICANN Strategic Plan 2016–2020

## Goals for each objective



### 1. Evolve and further globalize ICANN.

- 1.1** Further globalize and regionalize ICANN functions.
- 1.2** Bring ICANN to the world by creating a balanced and proactive approach to regional engagement with stakeholders.
- 1.3** 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.

- 2.1** Foster and coordinate a healthy, secure, stable and resilient identifier ecosystem.
- 2.2** Proactively plan for changes in the use of unique identifiers and develop technology roadmaps to help guide ICANN activities.
- 2.3** Support the evolution of domain name marketplace to be robust, stable and trusted.



### 3. Advance organizational, technological and operational excellence.

- 3.1** Ensure ICANN's long-term financial accountability, stability and sustainability.
- 3.2** Ensure structured coordination of ICANN's technical resources.
- 3.3** 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.

- 4.1** Encourage engagement with the existing Internet governance ecosystem at national, regional and international levels.
- 4.2** Clarify the role of governments in ICANN and work with them to strengthen their commitment to supporting the global Internet ecosystem.
- 4.3** Participate in the evolution of a global, trusted, inclusive multistakeholder Internet governance ecosystem that addresses Internet issues.
- 4.4** 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.

- 5.1** Act as a steward of the public interest.
- 5.2** Promote ethics, transparency and accountability across the ICANN community.
- 5.3** Empower current and new stakeholders to fully participate in ICANN activities.

ICANN's Strategic Plan was developed through an extensive, collaborative, bottom-up, multistakeholder and multilingual process. It enables our global community to coalesce around a new overarching **Vision**, our founding **Mission**, five **Strategic Objectives** and sixteen **Strategic Goals**, each with Key Success Factors (Outcomes), and Strategic Risks.

Learn more at [www.icann.org](http://www.icann.org).