Transcription ICANN Durban Meeting

Digital Engagement

Saturday 13 July 2013 at 12:00 local time

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Coordinator: This is the operator. I'd like to inform all participants this conference is being recorded. Thank you. You may begin.

Jonathan Robinson: Are we okay with the recording?

Man: All right. Audio (unintelligible) for the new recording - the new recording. Digital engagement scheduled for 12:00 to end at 12:30. Go ahead.

Jonathan Robinson: Welcome (Chris). Over to you on the digital engagement project.

Chris Gift: Thank you very much (Jonathan). May name is Chris Gift. I'm the Vice President of Online Community Services at ICANN. And I'm here to, as Jonathan pointed out, to talk about a digital engagement project that we're launching and would very much like to hear your thoughts on this project and how we move forward.

So I think we can all agree that in general we need to increase the breadth and diversity of people participating in ICANN and give them more venues and vehicles to participate and engage in dialog.

The mechanisms that we do today are certainly, you know, all our meetings here are remote participating as well as working group support. But in general what I'm going to talk about today is I'm going to go through a few things.

I'm going to discuss how we view the problems. I want to make sure that we have a shared view of that problem. And then I'm going to share two means of how we're going to approach that problem and try to resolve it.

So again, what I'm here to do is talk about digital engagement and the way we sort of think of it - or I should say sort of. But the way we think of it is I'm going to continue on the engagement.

All right. People don't engage in organizations such as ICANN digitally. They're either engaged or not engaged. They really fall along the line where they may be, you know, come to this organization where they express some general interest in the topic or what it is that we discuss.

They may over time become more engaged, you know, depending on their level of interest and then over a great - even greater period of time they may become even highly involved where they join a working group and participate more fully.

And this depends on a variety of things. It depends on their personal interest. It depends on their professional lines. And it depends on the specific topics. So this individual will also move in and out, right, depending on if they get busier at work.

And we all see this in our own lives and how we engage with ICANN. And it also depends on the topic. I may be very interested in Whois, which we were

just discussing moments ago. But at the same time I have may be totally indifferent about IDNs. And so on one topic I want to be highly engaged and the other topic I just maybe want to follow with some general interest.

So this - and people may not fall - may not also end up at one end or the other. Again, you know, they may fall in the middle of this. And we don't really support that that well. So I'm going to go into that in a second.

And obviously there mustn't be any artificial barriers. Right. There are enough barriers in terms of the complexity of the topic and what it is that we do that that's enough of a barrier that we shouldn't have artificial barriers in terms of people participating.

So how does this look and how do we sort of frame this certainly in the GSE team? If we start to look at it in a series of concentric circles with obviously people starting on the outer layer with general interest and then moving inwards to what we review as, you know, the core team or the core people who participate in the working groups or the center of those concentric circles.

And in each one of those circles we support them or inform them in different ways. Either if it's they're moving in, we have something to inform them, provide them information. As they become more interested we engage with them or want to engage with them. And then lastly we support them as they participate in working groups.

And right now we do that through a variety of means. So when it comes to digital tools, I think this is more accurately how we could probably model ICANN today, right, is that, you know, there's a Web site out there called icann.org and I know GNSO has their own sites and SO/ACs have their own sites. And really what I am discussing is icann.org. All right. So let's just be clear about that.

So we have the means for people to sort of come through icann.org and get information. And then we provide some level of support when they're in the working groups. We, you know, some meeting tools but not many.

But there's really not much in between, right. There's nothing there that says there's nowhere where I can go to icann.org and I don't see a join button anywhere. And actually if you read most of the text - I actually went through all - no I couldn't say all the text since I think there are over 12,000 pages on icann.org.

But I did scour through it trying to find a description on how to join ICANN and I couldn't find it. I know if you go to the AC and SOs, they do have language. The GNSO has language on how to join and how to participate. But not so on ICANN.

So obviously there's a big gap here. And so this is the issue that we are looking to solve and want to do it. And if we do it properly, it'll allow people to jump and move through seamlessly at a pace that's appropriate for them into the working groups and we could continue to have new blood, new people, new perspectives at all levels joining ICANN.

Another way to view this though is when we start to look at what it is that's necessary at each one of these levels, the way I sort of look at it is this. I sort of flatten the circles out and not have them so much as concentric but more overlapping circles because it's a better way of understanding at how - while, again, you know, I may be participating on this continuum of engagement at different levels of activity, nonetheless any one of you they're not separate.

Right. I'm not going to engage in a working group and then everything else is in a separate perspective or experience, right. My dialog with ICANN is overlapping, that information is overlapping, that experience is overlapping.

But there is nonetheless separate experiences. And so when I start to think about it or we start to think about this digitally how can we support this and how can we create a unified user experience that makes sense, we start to look at it this way where we have these three things where we inform people.

You know, the topical briefings and blogs, learning, calendars. And then we engage with them and obviously we support working groups with a wide variety of tools.

The way I think about this is also when I try to describe to people, I try to describe a vision of what - if we do this properly, what it is - what is it that we could end up with? Right. What is the experience that we want to promote?

And one way I talk about this is to say - is to try an vision somebody working through this, a new person, a newcomer because that right now is why I'm very focused on this. Is to say, you know, if we have a new lead - an individual, a young lady who joins or who - her interest is peaked by a tweet, by a blog post, by new article on some particular content or topic around us, you know, ICANN and Internet governance.

And she comes to icann.org and she is able to, you know, perhaps it is Whois topic and she's concerned about privacy and data privacy. And she comes to ICANN and it is easy for her to find content on Whois and to find out how the policies affect her and how Whois is relevant to her in a language that's accessible to her. Right. And I think some of these teams I think we can see are already issues.

And as she comes to icann.org and she sees this information and content, she's presented with the ability to talk with like-minded people. So in other words, she's presented with the ability - opportunity to participate in forums or to perhaps even blog herself about this topic as she learns more about it.

And as she continues to engage with like-minded people, so not necessarily people like yourselves who are very, very engaged and very sophisticated about the topic. I mean there's a big barrier there. It's hard for you and (met) and this lady to talk.

So she's want to talk with like-minded people who are less sophisticated but nonetheless, you, you know, just as concerned or just as interested in this topic. It'd be very more - it'd be comfortable for her.

And as she does so - as she continues to engage, she then is offered educational opportunities. You know, we present courses to her that say, okay, you're in this forum on Whois and you're just talking about Whois, well here's a series of classes on Whois if you want to learn more about it. And again, if you take one class, we can offer her a second class and so on and so forth.

And as this goes on over time and she engages further and further, you know, we present her with the opportunity to join a working group because we'll know - we'll say, okay, you know, this individual is clearly very interested, has gained a fair amount of - has gained a fair amount of knowledge on Whois with the topic of the past few months and is a candidate for joining a working group.

So that allows us to look at expertise, location and helping people again drive at their own pace, drive inwards into a level that's comfortable to them in terms of participating.

So if we have something like this and we start to say okay, this is - yeah, maybe the - not necessarily the complete list but a list of things that we could work on and integrate and experiences that we could do.

The question I very quickly ran across when I started talking to this with people was how do we build it. Right. And how do we build it? How do we get

down to the nitty-gritty of the feature details and how do we build this, how do we test it and how do we do this at ICANN where it's bottoms up, right, and it's consensus?

So as we ramp up these digital efforts and as I ramp them up, you know, at Durban and post-Durban, I really wanted to find a mechanism - I should say we. I shouldn't say I. We wanted to find a mechanism that can involve all of you in the building of what I just discussed.

And because at the end of the day these tools are for all of us, they're for the community to talk amongst each other, right. So I don't want to be influencing things.

So the way we're going to go about doing this - what I'd like to present and offer as a mechanism for us doing this is something called ICANN labs. And ICANN labs is a place where we're going to start putting up ideas.

We're going to say okay, you know, we want to do online learning. Well here's how we would like to do it. You know, here's a proposal. We would like to have a forum. Well, you know, here's a potential forum technology or here is a potential prototype for it.

We'd like to start sharing ideas and then also go to the next level in terms of showing wire frames. And then from wire frames moving on to prototypes and then from prototypes then we go into production. And at every level people can participate. The community can participate.

Now it's not quite there yet so if you go - if you do go into labs - the ICANN labs if you're just starting and we're going to be adding capabilities and features. The notion is that people will be above to vote on - vote and dialog on what's working and what's not working.

Another area of interest that we want to test her is public comment. Right. There's a lot of interest in experimenting with different public comment technology and tools so we can, you know, work on increasing the number of public comments that we get. And I know the comments themselves are top quality and - but the breadth of comments that we get from individuals and people.

So this would be a place where we can do that with some level of comfort knowing that we're not impacting, you know, a PDP process by testing a new application or a new tool for public comment.

So ICANN labs is some place where we're going to be very active with trying out new things. So we really hope the community comes and does that with us and tries and experiments and works with us on trying to create these tools for the community for collaboration within the community.

If we do this right - well I shouldn't say if we do this right. Then we're going to move through this is through three phases. Phase 1 is very focused on the initial engagement and the awareness and trying to bring people into the circle. So that's where we're focused right now.

So we're going to be looking at tools that do that; social tools. Allow people when they do participate and dialog, you know, allow people to have - use social log ins. Make sure that the conversations that are happening happen in existing communities. So not just at icann.org but allow these dialogs to filter out to other communities; LinkedIn, Facebook, whatever the communities are out there.

And then obviously through further phases happening later in the year and then next year we'll deal with the issues or the - around the inner circle in terms of supporting that work.

I realize I only have a couple minutes. I don't want to be between you and lunch. So I'm going to hurry through the next few slides. This work is being divided into four tracks. If you do go to labs you'll see the four tracks and then we'll be publishing more information over the week about those tracks. So I won't go into much detail of that.

When is this launching and what's happening next? This is launching now or Monday I think is the official day. And then we'll be working through this through mid September - August through mid September to prototyping some tools, doing some work. And them September and early October we'll be reporting on those findings.

And then some of those tools will then be moving through prototype into production depending on the feedback, right, on what happens. So we'd move into production and then in the late - fall to late fall and then into the winter.

So that's one thing. And I'll move very rapidly on the second one. That's one track that we're doing to work through on some of these tools and make sure that people engage - that we build the things that are useful to you as a community.

The second one is open ICANN. And this is still very much a concept. So please take it as such. There's a lot of work that needs to go into this kind of idea. It's a very new concept (unintelligible) so just bear that in mind.

It's obviously a lot of work. Can't build this all or I don't think we can build it all. It's expensive, difficult and complex. And there's also the issue that people in this day and age - people want to use their own tools.

You know, yes we want a unified experience but at the same time, you know, somebody uses Google Docs, Google Calendar or they use Outlook or

whatever it is that they happen to use, you know, Dropbox for managing their documents.

The tools today people have their set of tools and preferred work methods. And we don't want to ignore that. I don't want to - we don't want to force people to come in and work within one environment at ICANN that is the only place.

And you really want to provide the means for them to do some work but also integrate their preferred work methods. Certainly that's how experiences are moving forward in the future.

So what we want to do is sort of cherry pick. And I'm not suggesting this is the list. I just picked some almost at random. What we want to do pick some of the core experiences and we want to focus on those. And then the rest we want to - we do want to work on if we can.

But we want to enable other people to do them either other Internet governance associations to work on them, either individuals at ICANN, whether it's SO/ACs want to invest in those other areas.

And the way that we do this is we create an API network. So again, very early stages. But we want to create a structure where a lot of public data is (programmically) accessible to individuals, the community and to other organizations.

So people can either access their - individuals can access their profiles, some of the content within the working groups and do so so that they can work within their own environments.

You know, there's a wide variety of information we'd like to discuss - putting forth. You know, I'm not saying this is the list. I'm just putting some things out

there for thought. You know, things like (programmically) accessible, you know, policies, the Board resolutions.

All of this date is available today, which if you want it you have to screen scrape it. Right. But why shouldn't it be accessible for somebody to mash up with something else?

A lot of organizations are - for instance, GIPO out of Europe is looking to do this, the Global Internet Policy Observatory is looking to bring to bear a lot of information from, you know, different Internet's governance organizations into one place including other organizations which are - have some bearing like the (LACD) and others. So everything relative to that goes in one place.

And to be able to participate in those we need to make this data (programmically) available. And so what I'd like to think about is - and work on over the next few months is the means of doing this and what data - obviously there's a lot that needs to be decided; what data is publicly accessible, (programmically) accessible, how is it access, what are the rules around access, right, what are the authorizations? A lot of work that needs to go into that.

But nonetheless, you know, doing this I think very much - this work is very much aligned with our organizational values. It makes us very, very transparent and open. So it's not just on the Web site. Again, you could download this and use this data in your own systems. Very transparent and is very flexible for members. Not only just ICANN as a whole but members as well can access data and use it as they see fit.

Again, next steps. We're very early phases on this one. Work will hopefully being in earnest in September and that's when we'll have some more - some further requirements and due diligence over the rest of the summer and some project estimates on this and be able to share those - share more with you.

And again, if you have any ideas in the meantime, please come forward and share them with me. I'd love to hear your thoughts on both them but specifically this one as well.

Lastly, if we do do this and we move forward in this manner, I think we'd have a very user led strategy. Instead of us imposing things these tools will be created with you hand in hand. You'll participate in this process.

And we'll have a digital platform that's very visible and transparent and accessible. All our tools will be - going forward will be accessible. And again, just very, very transparent and one that is not so much a publication platform that we have today but one that fulfills both functions of engagement and publication. Twelve twenty-nine.

Jonathan Robinson: Well done Chris. Thanks. I know this is something you feel very passionately about. It strikes me that this is a significant commitment, a significant initiative and something that's potentially quite transformational.

And I would hope people recognize it as that and that question and give you input accordingly. I don't know if it strikes - if, you know, if there's any positive remarks, questions, negative remarks, thoughts. Be great - I'm sure Chris would very much welcome hearing them. I think, as I said, this is quite a substantial change. Any comments? Yeah, fire away (Holly).

Holly Raiche: The problem is not actually getting at transparent information. The problem is for instance if you've got a Whois, you got a whole bunch of lists of documents. I know what they are. I don't only think about Whois. I have no idea what you're talking about. So unless you actually provide the words of one syllable, that simple information about what people should be looking for, all the tools in the world are not going to help.

Jonathan Robinson: (Unintelligible).

Chris Gift: Well absolutely. Language is...

Holly Raiche: Just language.

Chris Gift: The terminology, right.

Holly Raiche: You need to explain to people why something is important, what it is so that when they actually read through stuff, there is a way in. You've got lots of information for highly, you know, it's people like us who actually live and breathe this stuff.

You've got people out there who have no idea why it's important. And unless you actually can lead me through then they're not going to be the slightest bit interested with getting in touch with you regardless of the tools.

Chris Gift: No, absolutely. And that's what I meant by language. I didn't mean - so I into the terminology in language. It absolutely has accessible. I do view and agree with you 100% that our terminology is okay. And it is itself a barrier.

And tools - I agree does not solve that problem. Another issue that I see around the very same - closely related to that is for instance our documentation is non-standardized, you know, depending on who's publishing the documentation that is very different.

And so I'd like to resolve that issue because I think it's related as well and related to these tools. They cant' be effective. I agree with you they cannot be effective if we don't resolve those issues. So we are aware - we're aware of that. I agree with you the tools don't solve them.

Holly Raiche: (Unintelligible).

Chris Gift: No, I agree. All I can say is that we are working on that. We don't have any - I don't - cannot propose a ready solution to that because we are looking at,

you know, I know we have discussed internal training around document authoring and writing and some other things like that. But that's all I can propose. But I do acknowledge that that is very important.

Jonathan Robinson: Okay Chris. I'm conscious that there's others also who would like to comment to this. I've got Wolf-Ulrich, I've got Evan, I've got Wolfgang, I've got (David) and (unintelligible).

Wolf-Ulrich Knoben: (Unintelligible) thanks Chris. It is - I think it is an important project and I understood you that you mentioned that you are focusing - going to focus on the newcomers. So that's what were understood.

I think that's essential and that's necessary at least because, you know, there is different levels of experience and knowledge here in the whole community. And everybody has a different approach to that. Everybody in this room (unintelligible) has got experience in that.

If people came in three years, five years, seven years ago and they tried. So I remember myself. So when I - and that's - this community and tried hard to get (fit) with the Web site, so. So this is one thing.

So and I would like to ask you again also to take care about of this different experience levels within different working group for example and so - and I would say that those people, those groups they wouldn't like to - if somebody comes - steps in and is going to touch this - their environment, which because they have already a specific environment - how to communicate, how to put information on their Web site and how to deal with that.

So this is essential to do that. Maybe that these types - you see type of groups, different communities have to be - get in touch with you. Thank you.

Jonathan Robinson: Thanks Wolf-Ulrich. Evan.

Evan Leibovitch: Hi there. My comment I guess can be summarized in two words. Institution memory. In my five years that I've been involved here, I think this is now the third iteration of let's do some new Web site shiny new toys. And every time this happens there's documents that are lost, things that we can't find anymore. And this causes all sorts of problems.

I still now find Web sites that point to information at least from our constituency that don't exist any more or go to a file not found or whatever where we expected them to be because some reorganization has happened, things have been lost.

There's another form of institution memory and that is there seems to be no consideration of things that ICANN has done that have worked well, that haven't been panned out.

For instance, there was a fellow named Scott Pinzon did a number of really good podcasts for us. And one day that program just sort of vanished into thin air. You know, there's things that have worked - that have worked well and I'd really suggest rather than just saying okay, we're looking forward and looking at all these new things.

There are things that ICANN has done well in the past that are worth revisiting. So I'm just going to suggest in terms of not only the memory of don't lose documents, don't lost things when you do this new stuff. And also have a look back at things that have worked before just saying we're tossing it and starting something new. Thanks.

Man: ...line hasn't been engaged yet. Hold on one second.

Woman: Okay. Yes.

Man: Well we seem to not be getting inside audio. But I'll just speak loud enough. I think the - yeah, it is on. Yeah. I just like to (unintelligible) at once or have one

strategy to engage in all of ICANN at once is going to be - I'm not sure (that way forward). It's a coordinating (unintelligible) the past (unintelligible) through, you know, like GNSO and ALAC and so on, community leaders and so on and work out what's appropriate would be helpful in that respect.

Hopefully we can hear from the digital engagement strategy as individual constituencies and SOs and ACs and things going forward. And that's it.

Jonathan Robinson: (Tony).

Tony Holmes: Thank you. My comment and question is really built on some of the issues that have been raised by Wolf-Ulrich, you know, and (David) as well. And it's something that I think all of us recognize as a need.

But I'm still struggling at this stage with understanding how this work is going to be progressed to meet requirements of all because I haven't seen anything that suggests that there is a set of requirements have been established. And those requirements are probably going to vary across the groups.

So my question to you is how this work is going to be taken forward. I cannot see that this is an initiative that can just be driven by staff and capture everyone's requirements. At the same time I don't see that progress in this work and then coming back for comments from groups such as GNSO is going to be helpful.

So my question really is how is this going to be taken forward? I would have thought there was a need for some form of group across ICANN group where the GNSO and other groups would engage right from day one and not halfway down the path.

So what is the thinking in terms of taking this work forward so that all of the groups that are going to be impacted from this can engage right from day one and get involved in this?

Jonathan Robinson: Chris, would you like to respond?

Chris Gift: Yes. I'll just be very brief. So this is day one. All right. This is the very
                      beginning of this project. We're not in the middle of it or anything like that.
                      And this is what I'm here to do is to announce that we are beginning this work
                      and would like to invite you along.

                      So how we all do it together is in ICANN labs. So that's the forum we would
                      like to use. And the reason we do that is we want to try that is because to
                      your point about requirements and so on, it's a place where we're going to
                      start sharing those requirements.

                      We're going to say okay, here are the - here's the list of things that we want
                      to do, the features that we want to do, the capabilities we want to support.
                      Here are the requirements. Here are the wire frames and here's some
                      prototypes and we want people to try them.

Tony Holmes: When you say we, who are you referring to as we?

Chris Gift: So the ideas and the capabilities will come from staff and the community. It'll
                      be a place where you can propose things. You can propose requirements.
                      You can say, you know, I need to have better document support. Or if we're
                      talking about engagement, you know, I need a multi-threaded means for
                      people to do public comment. That's what I think would be a great idea.

                      So the community will propose ideas and then we have a development staff
                      that you - that we have that'll take them and them wire frame them out, create
                      mockups. And then if everybody agrees on those mockups so you will be
                      able to say yes, this multi-threaded public commenting system seems to be
                      what I was talking about. And then we will prototype it. And then when you
                      prototype it, you can try it and then we'll move forward.

Jonathan Robinson: Okay (Tony), a brief response and then...

Tony Holmes: Yes. Just really it's a question maybe partly to you (Jonathan) in terms of the answer just given. How would you see the GNSO for instance engaging in this process as GNSO? Where would that be driven from? Is that something that's going to come through Council or how is that engagement going to work?

Jonathan Robinson: It's a challenging question (Tony). I think it's - I think as I've understood it, we as the GNSO Council or elements of the GNSO could (deal). If we needed a particular toolset or mechanism for either working together or engaging, we could do it via the open - that's the way I understand it. But this is pretty new to me as well. So I'm digesting on it. Chris, do you want to respond.

Chris Gift: Yeah.

((Crosstalk))

(Jonathan):   ...a queue. I don't want to be ignored.

((Crosstalk))

Jonathan Robinson: ...then and (John) and lunch.

Chris Gift: Yeah. I think this is - I think we can continue to talk about this. I think we should talk about how do the SOs and GNSO specifically engage as a group as well besides just individuals. I think we should still talk about that, you know, obviously not today but we can resolve it - figure out how that happens.

Jonathan Robinson: Yes. I think one of the points is that we always deal with is the diversity and complexity of the GNSO. And here you've just seen the Council, which has representation from all elements of the GNSO but that's - anyway I'm

conscious that the heat has been patient. I've got Jen and (John) and then really close the queue on this.

Man: Thank you. Chris, thank you so much for this presentation. I think you're grappling an issue no one has really been able to solve is how do we get people more involved in ICANN from outside. And there are various reasons for that historical and otherwise. And we're a different people and different groups. So really appreciate, you know, ICANN trying to do something about this.

I think the concerns some folks might have and this has been an ongoing concern whenever an outreach and engagement explain to us. To what extent would - and I'll just say it frankly, would there be a staff capture of future engagement within different silos or all the constituencies take over, et cetera.

So that's the issue. And whatever you can do to build onto this that you will work in close coordination with those groups, I think that will, you know, reduce this sort of concern in that respect. So that may be one hopefully helpful comment.

But I think it's an interesting thing that you're doing. We do need to do something here and sure we do something, it fails, we try again but we have to try something. I think that's a good way to go forward.

I would like to understand the - if you can now or maybe later provide a breakdown as to the budget as to, you know, the 450K, about nearly half a million where it's going to go. I think that's something I think the GNSO would - or some people might like to know how it's allocated.

And it's good that you're saying this is day one, which means that we have the ability to be able to provide input as we go forward. I know as a BC

councilor I'd like to go back and discuss this with our constituency and stakeholder groups.

I think you might want to think about when you say well you can let us know, set up some sort of a system where different actors on an individual basis, as a stakeholder group or as a constituency are able to interact with you directly. And what that sort of media might be, what that contact point might be, how that would be done you may have to do something about that.

That again would really, you know, talk to my first point, which is that they would feel more comfortable that okay, we have a straight line of contact with you and be able to give you input.

And lastly, I think (Holly)'s point was very important. Whatever you build up I think the biggest problem is that people on the outside don't understand or - I remember one of them I've seen - one of these presentations which was an excellent presentation, you know, that the whole map where the people are standing and you sort of, you know, the new stuff we've got out.

The trouble is when you start that and say well what does ICANN do? It starts out with this one statement. And we do - we manage names and numbers on the Internet. That's - you just lost everybody the moment you start that.

And to a person who is - who doesn't understand what that means, you're (dealing) with Web site addresses and IP addresses. And so to some extent that language has to be able to speak to common ordinary people who do not understand that and maybe, you know, Whois is not what you want to say.

Whois which means and you give - put a big disclaimer because people are going to get very upset when I say this. Put the big disclaimer saying this is not the actual language you use but to give you an idea, this is about who controls or, you know, who holds the domain names or the Web site address. Maybe that's one way to go about it.

So the new person understand what you're trying to say because I mean the ownership concept is contentious within whether you own a domain or not. But you need figure out words that you can use. So that would be my input. Thank you. And thanks again for the time you took.

Jonathan Robinson: Jen and then (John).

Jennifer Wolfe: Thanks. Jennifer Wolfe. Just a couple of quick comments. I think just piggybacking off of what we started with this morning about the importance of engaging more people, getting more people involved in ICANN, this is really a critical step because we live in a digital world.

And most people outside of ICANN use social networks, they use crowdsourcing, they live their lives professionally and personally online and digitally.

And so I think it's really important that ICANN has taken a step from a staff perspective to create an actual strategy and start using some of those tools. And I'm really impressed with all of the different tools that you're looking at and how they integrate and how they work together to engage more people.

So I appreciate it and I would be happy to help personally in supporting whatever you're doing in terms of getting involved in some of those strategies that you're rolling out.

The second point that I think is really important is when you're looking at engaging new people, they might not necessarily define themselves by the stakeholder groups that exist today.

And I think it's important that we don't force people into one of those buckets and that general user engagement exists and that as they become engaged they feel supported as a just general member or someone interested in

ICANN. So I think that's really important because I think that's one of the barriers that keeps people out.

Jonathan Robinson: Do you want to respond Chris or...

Chris Gift: Thanks Jen. And we'll go over to (John).

John Berard: Thank you (Jonathan). I think everything I was going to say has just been said. So I'm out.

Jonathan Robinson: Thanks very much everyone. I think (John) probably found himself hungry. It's - thank you very much Chris. It sounds like you've got some strong support in principle but some areas to engage yourself with as well. So that's great. Thanks everyone.

I had a brief preview of this and thought it was very important and here it does seem to capture some people's imagination. Let's take a break now with lunch for the next 40 minutes or so and call you all back to the table around 1:30. Thanks a lot.

END