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DURBAN – Latin America Region Strategy Update
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ICANN – Durban, South Africa

SPEAKER: [French until 04:50]

RODRIGO DE LA PARRA: We'd need to see how to measure that we are doing this properly. We'll need to implement each of the objectives to see if we can have these aims… The LACNIC, so that we can have a presentation in [American? 05:20] and we have access to a regional audience with better regional actors.

So this was the background. So, what have we done so far since the Beijing meeting and what have we progressed in? This has been a very short period of three months. The ICANN Meeting will actually last longer and here in ICANN those of us who have been involved tend to measure ourselves from meeting to meeting. So from now until Buenos Aires we will have another milestone that we will comply with.

What we have done so far is group together the projects according to possible synergies we could have. The projects that we identified throughout the strategic operations were around 70… 70 projects were implemented in a period of three years, which was a bit ambitious. But then what the group identified is that there are some projects that might become tasks that other projects should be engaged in.

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And now we have some 40 projects whereas there were 70 to begin with. Another task we were engaged in was to prioritize some projects. We will provide some detail on that and then the creation of what we call a Master Planning Document, which will be a standard for all of the projects. And we will start this work of achieving a higher number of actors of player.

So as I was saying, we prepared this group and now I will talk a little about the prioritization of those projects. With these prioritization tasks we have a ranking from 1 to 40. In the Beijing Meeting we presented a series of policies or other issues that should guide the group in selecting the different projects that are to be relevant.

There was a criterion that said we should simply prioritize those projects that will have a local scope or a regional scope. And other criterion was that it should help in emergency situations and if it would help solve urgent issues then it should be given priority.

There were then a series of ten criterion or guidelines that were mentioned in Beijing and the group qualified each of the 40 projects that were summarized to have a prioritized list of those projects. This does not mean we're not going to implement that. The strategic plan needs to be understood as a whole so that we can achieve all their aims.

Now, for practical reasons we have chosen a pilot set of projects – five projects. These are the ones that you can see on screen. They received the highest qualification. These are just the headers of the five projects, so if you're interested in knowing more about these you can access the Wiki that we've provided for this so that you can understand those

headers that in the background have condensed projects. But they also have a logic of explanation and impact with the objectives.

So we identified that we should first have this roadshow to promote different issues with different objectives. We see the IPv6 here as a topic for this roadshow so we can share it with ISPs and others. What could be the impact? What could be the promotion? We know about the exhaustion of IPv4 addresses in our region is coming to its deadline.

The New gTLD Program and also the DNS Stability Security and Resiliency are coming to their deadlines too, but we also need to see what stage we are in in identifying each of the projects. So we still have an opportunity to include more ratios or provide a better focus to these.

The second project is what we identified as the communications plans. But these encompass other projects that have been considered a claim from the community to ICANN, which is creating materials in the languages of the region. Everything that's in English should now be found in Spanish and perhaps in Portuguese.

And this is not only about languages but actually we think about an easy, simple language that everybody can understand and that makes sense to us in the region. We need to understand what's going on in ICANN. Those of you who are present here, if you come here for the first or second time you know how difficult it is to understand the operation of this multi-stakeholder model and the interaction between the different groups.

So even when in ICANN we are concerned about being a transparent organization and show the work we do when you access the information. It's even confusing. So the ideas behind these communications plans include creating an Internet website dedicated to the region and a series of projects related to it.

So we now also have a series of capacity building workshops, especially related to security, stability and resiliency. The fourth project is also very interesting; it's to create for the first time an emergency response team for the ccTLDs. And finally, to have a space where the ICANN meetings can be held. We have gained this space. We used to do all this very informally in a café and it's evolved into what we have now.

So this is a session in which to report on the progress of our work. It will continue to be so. But this is not what we think of with the LAC meetings. It actually has more to do with how we conceptualize this. But an interaction, cross-region opportunity – but also with other regions… The other actors need to know that the Latin American players are there and that they relate in a special way and that it needs to be institutionalized within the ICANN meetings.

So with these five projects we prepared this document. It's a simple document just to put some order on the work, to give some transparency to the group and to show what they intend. So here we show how the projects relate to the goals, how the workgroup is made up and who leads the project. We have also included the sponsor person – not in the sense of the financial sponsor but more of a facilitator.

There are some Members of the ICANN Directory who are particularly interested in supporting us and seeing that this strategic plan can work as a sponsor. This is not limited just to certain members but actually people can show that they have an interest in it by saying that they want to provide their support.

The most important part is the membership or the members' part in these Working Group and of course the ICANN Staff support. This is an area in Latin America where we will me supporting this, but it might be a case that this can include the security area and we're all here to support the community if they so decide.

And then the details of the projects; what do we expect? What are the deliverables? When would we start these? When would we end them? What are the indicators in the projects? Even though we have some projects without indicators we do not really have the other indicators and we need to develop this; we need to show what the necessary resources are, staff, money time and the relationship to other projects.

So this is the big task of this sequence diagram of the work we need to do. And this has been approved and defined by the group. And now out of these five projects, something else we did was approach other actors. Even though we had representatives of the interested groups represented in ICANN, we've not asked them to go back to their groups and ask who would be interested in getting involved.

LACTLD, for example, has now involved a higher number of ccTLDs in the project. They have two representatives of LACTLDs and now we have a higher number of colleagues there. So now the map looks more

integrated; not only in terms of the number of people but also in terms of representation of each country making it up.

And now what are we going to do? So this is what we've done so far and now we need to speed up because the next step is to arrive in Buenos Aires, which is within our region. There will be a lot of events related to Latin America and the Caribbean and this is our challenge for the future.

This has been a request from the Committee Members: we need to create an initiative of what's going on right now in Latin America. This has been one of the main components within the idea and conceptualization of the strategic plan. In Latin America a lot has been done in relation to Internet development.

There are many organizations that have created projects that are very similar to what we have been conceiving for a long time. So this strategic plan does not intend to reinvent the will or to try to be at the forefront of duplicating efforts. We actually want to have this inventory of initiatives to feed the five projects so that we can see what we have and to coordinate those efforts.

So in one way or another we have included the people of the regional organizations that have started these projects within the group and the plan conceptualization, but we need to have this inventory. We need to complete the documents that we have shown you for the five projects and the idea is that each and every one of the five projects we started can show some progress in Buenos Aires.

We do not say we'll conclude them, because some of them will take some time, which has not really been defined. But the roadshow gives the idea that there might be a one-year or two-year project – something that's an adequate amount of time. Perhaps we need to define the spaces for the regions in ICANN meetings and this can be determined by each of the projects.

But at least next time we have the opportunity to report on progress it will be to show specific, concrete results for this first pilot set of projects. And it's called pilot precisely because it is a test of how we can progress in a more controlled environment to see how we can interact, how we can support the Staff, how we can assign resources more efficiently.

But also, what we need to do in the Buenos Aires meeting is to look back at how we conducted the implementation stage and see what goes on. After all, there are only five projects and so we will need to see how we will implement the rest.

This is a presentation I've prepared. I don't know whether any Members of the group would like to ask any questions? Any comments from the audience? If the remote participants are not sleeping maybe they want to ask a question? Thank you.

UNIDENTIFIED: You mentioned collaboration with other regions. Have you thought of a south-specific cooperation?

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RODRIGO DE LA PARRA: Thank you. Well, actually, not only with a certain region. We have discussed this issue informally but I think the definition of the project will have to consider this. But it's actually with anyone who's interested.

CAROLINA AGUERRE: Carolina Aguerre for the record. Rodrigo, yesterday we had a meeting and you mentioned something that I found interesting: the nature of "pilot" projects for these five projects to see what's going okay, what can be improved and how the implementation of the other projects may improve looking forward. So what do you think about the timeline of 35 projects being implemented? And what will happen with future projects?

RODRIGO DE LA PARRA: Thank you Carolina for your question. Right now we have been working at the level of the General Working Group and now we will go our separate ways. Each project will have its own logic and its own executional timing. Now we already have the Working Group for every project. They will have to define their timeline and they will have to work in a parallel manner.

Maybe the progress will go back to the Planning Committee. We have to thank the new roles for this Committee. They will have to report progress and measure its impact. Buenos Aires is our next landmark. Everyone will have started by then and we should be able to generate a kind of experience or ideas. We obviously can discuss how long the next

set of projects will take. Let's remember that we have to implement all of them within the next three years; and that's not such a long time.

Well, if there are no further questions or comments the next session is very interesting because it's the update of the strategic plan for the Middle East. So I think it's worthwhile staying and listening to what they are doing in that region. We may get some good ideas from them. Thank you very much and have a good day. [applause]

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