

The BC Outreach Programme *(approved by members on February 10, 2015)*

The BC Outreach Programme covers four (4) categories and it is solely for broadening geographic and participatory diversity of the BC in line with ICANN Bylaws and the BC Charter.

The categories are:

1. Community Regional Outreach Pilot Programme (CROPP)
2. Leadership recruitment programme
3. ICANN Support for Outreach in Developing countries
4. BC Budget Support for Outreach

A: Community Regional Outreach Pilot Programme (CROPP)

This is an ICANN initiative based on community request. It is limited to two nights, three days and coach airfare within a region. It is to enable a BC member in senior position to conduct awareness for BC and its work towards broadening its membership.

Objectives

1. Building local/regional awareness and recruitment of new community members;
2. More effectively engaging with current members and/or "reactivating" previously engaged ICANN community members; and
3. Communicating ICANN mission and objectives to new audiences.

Who to benefit?

1. An existing member's representative whose status in the member's organization shall have the capacity to influence a decision to join the BC.
2. Be a CEO /Directorate personnel of member's member with sufficient awareness of ICANN and the BC.

Dependency: This requires 6 weeks to process approval via ICANN and must also be approved by the Regional V.P.

Note: Individuals are not members of the BC, organization/s are. Member's member refers to organisations like AfICTA, AIM or eInstituto or ETNO who are associations with member companies.

B: Leadership recruitment programme

This is a programme to recruit new leaders into BC. About 2 potential leaders can be recommended to participate in each of the three ICANN meetings in a year.

Administered by ICANN, it would also require 6 weeks advance notice.

Who to benefit?

1. Senior leaders of a potential member organisation of the BC.

C: ICANN Support for Outreach in Developing countries

The constituency can request for ICANN support of \$10,000.00 within a fiscal year to conduct outreach in a developing country.

Who to benefit?

Beneficiaries are member/s with outreach proposal to be conducted in a developing country.

Note: Conducting outreach may include activities such as travels, accommodation, meals, venue and other logistics

D: BC Budget Support for Outreach

This is a BC funded outreach support from its budget and only active members may benefit from it. It provides for a budget of \$10,000.00 for members' representatives to:

1. Attend outreach event (limited to \$1,500 per applicant) and
2. For BC outreach support/sponsorship within a calendar year.

Application for this must have been received 4 weeks before the event.

Outreach Administration

All outreach initiatives shall be administered by the Outreach Committee with approvals by the BC Executive Committee.

Disbursement Scenarios

1. **CROPP:** An example of an appropriate use of CROPP funds is a request from a BC member in Latin America to conduct outreach in that region on the sideline of an event. It's expected that the member will send detailed proposal to the Outreach Committee who will forward recommendation to Excomm for a timely decision before the 6 weeks requirement by ICANN. Once approved, the Outreach Committee coordinator would complete necessary documentation on the CROPP wiki on behalf of the applicant/s.
2. **Leadership Development:** An example of an appropriate use of leadership Development funds is a business leader is identified in Asia by a member; details of the leader will be submitted to Outreach Committee who would then submit recommendation to Excomm for a decision. If approved, the Outreach Coordinator would promptly follow-up with ICANN so that he/she may be invited to ICANN Meeting, with a written confirmation to attend, obtain visa in timely manner, fulfill ICANN travel requirements, etc. [ICANN travel staff have timelines and requirements of about 6 weeks].

3. **Outreach Fund - ICANN:** An example of an appropriate use of ICANN outreach funds is a member proposing to conduct a business outreach programme in Africa for the benefit of BC. The proposal will be submitted to the Outreach Committee who would then submit recommendation to Excomm for a decision. If approved, the Outreach Coordinator would promptly follow-up with ICANN contact to complete the process.
4. **Outreach Fund – BC:** An example of an appropriate use of BC outreach funds is members needing support to participate in an Outreach Programme or run an outreach event not covered by ICANN support. Proposals should be sent to the Outreach Committee. The Committee would then submit recommendation to Excomm for a decision. If approved the Vice Chair Finance and Operation would then act accordingly.

The above scenarios may also apply to request/s from Western/Eastern Europe if the countries meet UN Standards, according to what is followed in the Fellowship Program, e.g. UK, Canada, France, Finland, US, etc. are not allowed as sponsored countries unless overruled by Excomm.

Notice

1. Interested members should send application to the Outreach Committee at bc-outreach@icann.org.
2. For CROPP, application must be submitted at least 6 weeks to the event
3. For Leadership Programme, application must be submitted at least 6 weeks to the event
4. For BC Outreach, application must be submitted at least 4 weeks to the event.