ICANN\57
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Updates on the 2016-2019 MEAC Strategy
History

February 2016
Community consultation process started over a webinar

March 2016
Session at ICANN 55 in Marrakech to update the community on the progress of the strategy, and seek advice on what’s next

April 2016
Community consultation conclusion was to have a new regional strategy. But first, we need a Charter to define the work modalities of this new group

May 2016
Charter Drafting Group (CDG) formed, and then concludes its work later that month

June 2016
Call for volunteers announced to join the MEAC Strategy WG. Later this month, the SWG is formed, and work commences

October 2016
Draft strategy document goes live for Public Comments

https://community.icann.org/display/MES/Middle+East+Working+Group
The Middle East and Adjoining Countries
Attract more active and engaged participants from the MEAC region to contribute to ICANN's policy development processes and to acquire leading roles within the ICANN community
1. Support secure, stable, and resilient DNS infrastructure in the MEAC region;
2. Promote a healthy and competitive domain name marketplace in the MEAC region; and
3. Clarify ICANN's role in an evolving Internet ecosystem through engagement with the MEAC community.
Focus Area 1 (SSR)

1. To have the necessary technical expertise that contribute to building and maintaining a secure, stable and resilient DNS infrastructures

1.1 Conduct training workshops on DNS operations and security
   - DNS-EC | TLD Registries | Registrars | ISPs and Mobile Operators | Network Operator Groups | Academia | CERTs

1.2 Train trainers from the region and support them to become lead trainers
   - DNS-EC | TLD Registries | Registrars | ISPs and Mobile Operators | Network Operator Groups | Academia | CERTs

1.3 Make technical materials available to the community as needed
   - DNS-EC | TLD Registries | Registrars | ISPs and Mobile Operators | Network Operator Groups | Academia | CERTs

2. To have the needed DNS knowledge and expertise within law enforcement agencies (LEAs) and CERTs

2.1 Conduct contingency and coordination exercises to prepare CERTs for DNS related threats
   - DNS-EC | ISPs and Mobile Operators | Network Operator Groups | CERTs | Law Enforcement Agencies

2.2 Conduct workshops for policy makers and LEAs
   - CERTs | Governments | Legal Experts | Law Enforcement Agencies

2.3 Provide technical advice to LEAs and CERTs as needed
   - CERTs | Governments | Legal Experts | Law Enforcement Agencies

3. Stonger cooperation among ISPs and Mobile Operators, TLD Registries, Registrars, and Academia to strengthen DNS security, stability and resiliency

3.1 Conduct awareness programs to encourage DNSSEC deployment
   - DNS-EC | ISPs and Mobile Operators | Network Operator Groups | Academia | Businesses | Governments

3.2 Increase the number of root server instances in the region
   - ISPs and Mobile Operators | Registrars

3.3 Support the Task Force on Arabic IDN (TF-AIDN)
   - Network Operator Groups | TLD Registries | Registrars | Academia

https://www.lucidchart.com/documents/edit/444e9f3d-9347-4c86-bd3b-7135e6907b2c/0
Focus Area 2 (Domain Name Marketplace)

Objectives:

1. To have broader and better advanced professional skills and expertise to further develop and grow the domain name marketplace
2. Stronger collaboration among stakeholders from TLD registries, registrars, private sector and government to grow the domain marketplace
3. Greater benefit by TLD registrars, registrars and other relevant groups in the region from experiences and best practices of leading TLD registrars and registrars
4. A continuously informed and updated community on DNS-related activities and opportunities

Actions:

1.1 Work with the DNS Entrepreneurship Center (DNS-EC) and other potential partners on organizing workshops with the aim of developing expertise and knowhow in the different aspects of domain name marketplace
   DNS-EC | TLD Registries | Registrars | Business Schools | Business Associations
2.3 Support the DNS Entrepreneurship Center (DNS-EC) and other potential partners to facilitate collaboration between stakeholders
   DNS-EC | ISPs and Mobile Operators | Network Operator Groups | Business Associations | TLD Registries | Registrars | New gTLD Applicants
2.2. Seek new initiatives and partnerships with interested and relevant actors
   Governments | Businesses | Academia | ISPs and Mobile Operators | Network Operator Groups
3.1. Continue to support and evolve the Middle East and Turkey DNS forums and explore means to increase impact of these forums
   Internet Organizations | TLD Registries | Registrars | New gTLD Applicants
3.2. Support the DNS Entrepreneurship Center (DNS-EC) and other potential partners to bring experts to the region and to help improve the business ecosystem around domain names
   DNS-EC | Internet Organizations | TLD Registries | Registrars | New gTLD Applicants
3.3. Seek internship opportunities with leading TLD registries and registrars to support knowledge transfer and the acquisition of new competences
   DNS-EC | TLD Registries | Registrars | New gTLD Applicants

https://www.lucidchart.com/documents/edit/444e9f3d-9347-4c86-bd3b-7135e6907b2c/1
Focus Area 3 (Evolving Internet Ecosystem)

[Diagram showing various objectives, actions, and stakeholders related to ICANN's evolving ecosystem.

https://www.lucidchart.com/documents/edit/444e9f3d-9347-4c86-bd3b-7135e6907b2c/2]
What’s Next?

Wednesday 16 November
Public Comment Period Closes

Wednesday 30 November
Solicit feedback, and close-to-final strategy document to be shared with the MEAC-SWG

Wednesday 7 December
Publish the Final Strategy Document

Wednesday 14 December
Share draft implementation plan for Year 1 with the SWG

Implement the Strategy

https://community.icann.org/pages/viewpage.action?pageId=59642230
Engagement Efforts and Activities in the Middle East
Task Force on Arabic Script IDNs

https://community.icann.org/display/MES/TF-AIDN+Work+Space
DNSSEC Workshop in Ankara

http://dnssec.net.tr/
Training for CERTs and LEAs

Dubai, UAE

Doha, Qatar

Beirut, Lebanon
Academic Engagement in Tunisia

https://www.icann.org/news/announcement-7b-2016-10-25-en
Updates from the DNS-EC
Your Future Starts Today
As part of ICANN regional strategy to develop the domain name ecosystem in Africa and the Middle East

- DNS-EC was announced as a joint project between the National Telecommunication Regulatory Authority of Egypt (NTRA) and ICANN
- MOA signed during the ICANN meeting in London in June, 2014
Vision

To become a trusted body that works to grow the domain name industry in Africa and the Middle East
To foster the evolution of a healthy domain name marketplace in Africa and the Middle East, through understanding and addressing the local needs of the region and providing an entrepreneurial platform for business development, knowledge exchange and collaboration.
In June, 2016 DNS-EC adopted its three year strategic plan for fiscal years 2016 – 2019
Strategic Plan
2016-2019

Strategic Objectives

A. Support the development of the Internet ecosystem in Africa and the Middle East

B. Provide expertise and act as a network of resources to sustain the domain name market in Africa and the Middle East

C. Establish a leading role in advancing the DNS infrastructure and services in Egypt

D. Ensure that DNS-EC is well established and is operationally sustainable
A. Support the development of the Internet ecosystem in Africa and the Middle East

**Goal 1**
Develop Capacities in all aspects of the DNS industry, technical, legal, policy, and business

**Action Plan**
- Conduct workshops on all aspects of the DNS industry
- Conduct online courses
- Youth Outreach & Capacity Building Program

**Goal 2**
Raise awareness of the Internet users, customers and potential business communities about the use of the domain names and the possible business opportunities

**Action Plan**
- Generic Activities
  - Website, newsletter, flyers, awareness videos, etc.
  - Participate in Regional & Local Events
  - Develop a social media plan
  - Targeted Programs
    - Youth Outreach & Capacity Building Program
    - Private Sector Outreach Program
    - Empowering Women Online Program

**Goal 3**
Develop partnerships with key stakeholders to help in capacity building, market development and raising awareness

**Action Plan**
- Make a list of potential partners from different industry sectors
- Seek and establish partnerships
B. Provide expertise and act as a network of resources to sustain the domain name market in Africa and the Middle East

**Goal 1**
Act as a hub for domain name industry related information and material

**Action Plan**
- Make training and industry related material available through our website
- Collect and publish data about the industry in the region

**Goal 2**
Create a pool of experts from different tracks, policy, legal, marketing and technical to help develop the industry

**Action Plan**
- Outreach to community members to form a group of engaged industry experts
- Create a list/database of engaged community experts
- Create a list/database of local trainers
- Create common interest mailing lists
- Facilitate engagement and collaboration among registry operators

**Goal 3**
Lend support and expertise to registries, registrars, and other players as appropriate

**Action Plan**
- Define the areas in which the center can provide consultancy and prepare a list with the available consultants
Activities
A. Support the development of the Internet ecosystem in Africa and the Middle East (Build Capacity)

- **Conduct Workshops**
  - SWOT Workshops for national DNS Markets
  - Tunis, Tunisia – October, 2015
  - Doha, Qatar – October, 2015
  - Muscat, Oman – February, 2016
  - UAE, Dubai - February 2016
  - Rabat, Morocco – May 2016 (French Speaking)
A. Support the development of the Internet ecosystem in Africa and the Middle East
(Build Capacity)

- **Conduct Workshops**
  - DNS Business Development - April, 2015
  - Registry Best Practices – April, 2015
  - Train the Trainer – June, 2015
  - DNS Operation & DNSSEC - July, 2015
  - ccTLD Marketing – May 2016

( French speaking )
A. Support the development of the Internet ecosystem in Africa and the Middle East
(Build Capacity)

☐ Conduct Online courses

✅ In cooperation with the Internet Society (ISOC) DNS-EC will be offering an Introduction to Network Operations online course. The course includes understanding the role of DNS in the Internet and building and activating a caching DNS server

✅ Registration is open on our website
A. Support the development of the Internet ecosystem in Africa and the Middle East (Build Capacity)

- **Youth Outreach & Capacity Building Program**

- First cooperation between DNS-EC and IBM MEA University program

- DNS Operations - Faculty of Computer and Information Science at Ain Shams University in Cairo, Egypt
A. Support the development of the Internet ecosystem in Africa and the Middle East  
(Raise Awareness)

- **Generic Activities**
  - Newsletter (1st Edition)
  - Website (ccTLD registry space)
  - Awareness video, flyers and giveaways
A. Support the development of the Internet ecosystem in Africa and the Middle East
(Raise Awareness)

- Participate in Regional & Local Events
  - GSR of ITU
  - Middle EAST DNS Forum
  - ICANN meetings
A. Support the development of the Internet ecosystem in Africa and the Middle East (Raise Awareness)

- Targeted Programs

  - Youth Outreach & Capacity Building Program
    - Agreement with EUN
    - Announcement of DNS-EC partnership with IBM & 2 day workshop at IBM premises
A. Support the development of the Internet ecosystem in Africa and the Middle East
(Develop Partnerships)

☐ Seek and establish partnerships

✓ Partnership with IBM
Make training and industry related material available through our website
B. Provide expertise and act as a network of resources to sustain the domain name market in Africa and the Middle East
(Create a pool of Experts)

- Outreach to community members to form a group of engaged industry experts

- Reaching out to community members, through the website, meetings and networking to get them on board

- DNS-EC started using local trainers in conducting workshops
Looking Ahead

- Continue having the support and trust of the community
- Continue realizing our three year strategic plan
Questions

Thank You!
Email: info@dns-ec.eg
Website: http://www.dns-ec.eg
Questions?!