

I C A N N
POLICY FORUM

62

PANAMA CITY

25–28 June 2018



ICANN Strategic Outlook

Trends Identification Exercise

MSSI

June 2018



An Annual Process



To ensure ICANN has a consistent way to:

- Identify and track trends
- Prepare for opportunities
- Mitigate or avoid challenges
- Inform strategic & operational planning and prioritization



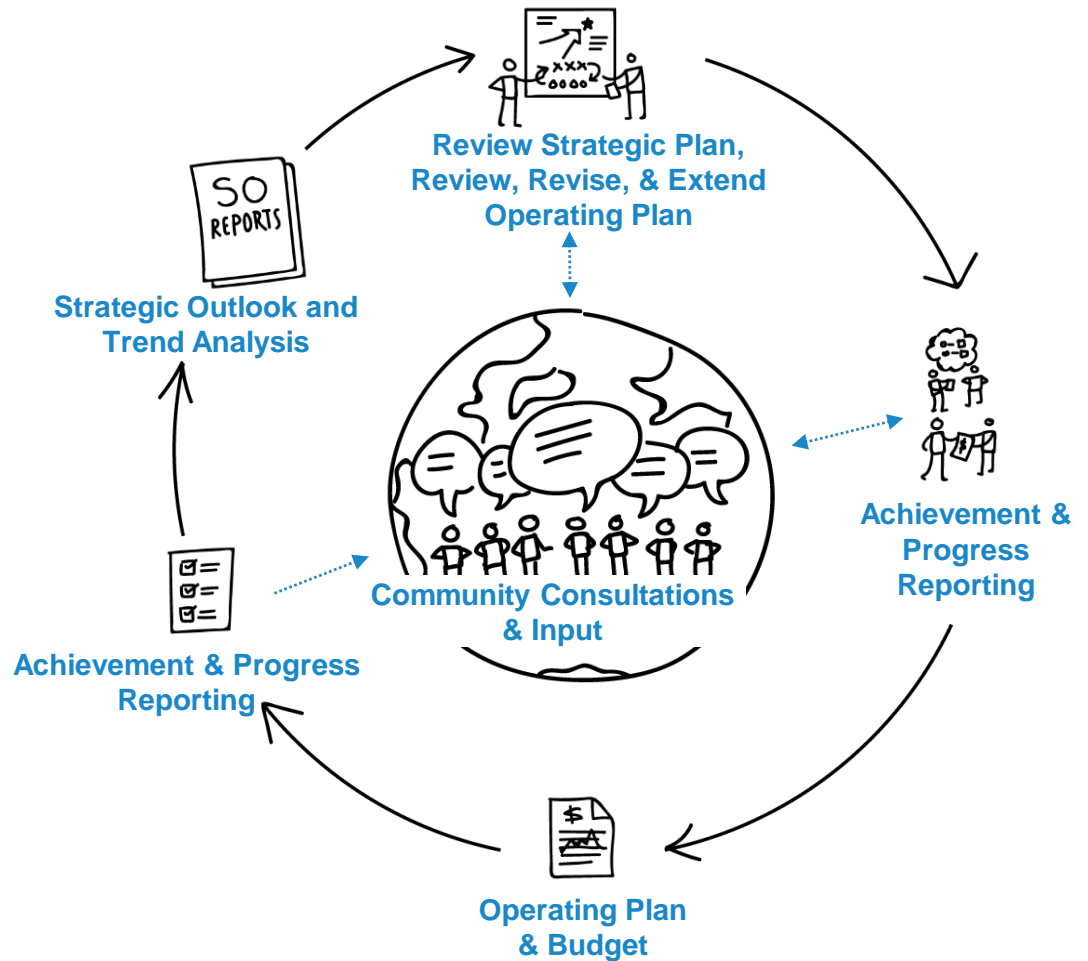
Scope of Work / What is a Trend?



ICANN's strategic outlook will reflect thoughtful consideration and consolidation of so called 'trends' to keep an eye on that are specifically defined and may have an effect on ICANN, its mission, or operations, in the long run. Such trends may be externally or internally driven.

Alignment with Strategic Planning Process

The results of the Strategic Outlook effort will serve as input for the revision of ICANN's five-year strategic plan, which then provides a framework for our operational planning work.



Preliminary timetable and approach for Strategic Planning

	Board / Board Caucus Group (BCG)	Community Engagement	Org
Jan-June 2018	Trends Identification (Board session)	Trends identification (Community sessions) Informed of results (mailed to each group)	Trends Identification (Departmental sessions) Consolidate results
Apr-Sep 2018	Analysis (Trends and vision)	Engagement on findings	Consulted (Board sessions)
Jul-Sep 2018	Work on prioritization and directions, leading to new objectives and goals	Consulted on prioritization and directions	Work on prioritization and directions, leading to new objectives and goals
Oct 18-Mar 19	Develop Draft Strategy Concept Paper (from Org's proposal), including vision statement, objectives and goals	Public consultation	Drafting of Strategic Plan
Jan-Jun 2019	Consulted (Board sessions)	Public consultation	Drafting of 5-Yr Operating Plan, and annual OP&B

Top-12 Trends

Community-wide trends

- ⦿ Internet evolution and external technology advancement increasing pressure on DNS relevance and ICANN's legitimacy.
- ⦿ Scalability of the community, ability to effectively address increasing demand and capacity.
- ⦿ Increasing changes in the domain name industry, and emerging Internet business and funding models.*
- ⦿ Increasing discussion and debate about ICANN's mission, and increasing pressure to broaden ICANN's role and operational scope.
- ⦿ Increasing demands for transparency, openness, and accountability creating additional complexity and hampering execution.*
- ⦿ Evolving dynamics relating to power balance of the ICANN community, Board, and organization.

Organizational / operational trends

- ⦿ Increasing demand on ICANN organization, staff, and resources.*
- ⦿ Increasing risks on security – both physical and cyber.

Geo-political or economic trends

- ⦿ Increasing concerns about effectiveness and scalability of ICANN's multistakeholder model.*
- ⦿ Increasing geopolitical and technical risks of fragmentation.
- ⦿ Increasing pressure to integrate human rights, privacy, and law enforcement into governance mechanism.
- ⦿ Increased government interventions via legislations into the Internet Ecosystem, and hence affecting ICANN.

() These trends were the five trends initially identified by the Board when the program was kicked off last year.*

Trend Identification Exercise

- ⊙ *Step 1:*
 - Form subgroups

- ⊙ *Step 2: (15-20')*
 - Brainstorm: add, edit and/or delete, and prioritize trends from the initial list
 - Designate a speaker to present your subgroup's results

- ⊙ *Step 3: (30-40')*
 - Each subgroup presents its results to all participants
 - Discussion follows

- ⊙ *Step 4:*
 - *Vote for top-priorities*



Thank You and Questions

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