



The countries

Togo

Togo has already an IGF. However, the event is rather small. The awareness concerning Internet governance issues in the country is low and not actively supported by the government. The strategy pursued by the IGF Academy fellows is to include media savvy bloggers keen on mobilizing the younger generations in the organizing team. The younger generations are the most aware ones, since they are the main users of new technologies. By campaigning with the help of both traditional media (television, radio) and digital media the relevance and added value of the national IGF will be shown. The aim of the campaign is to get yet missing stakeholders on board in the IGF process.

SWOT analysis

- The environment is favourable for an IGF because there is existing initiatives
- Expertise, Permanent Financial and logistics support from sponsors, local and international network, and reputation.
- Established organizations that advance Multistakeholderism Internet governance
- Tax exemption on ICT products (June)
- New Act to give open access to public information and online content
- More people are getting involved in the IG process in term of training and expertise



- Non-Participation of government, Parliament, and Telco's companies' representatives.
- IGF process knowledge is limited to a few members of the technical community only in Lomé (ISoc-Togo members)
- No materials in French
- Lack of commitment of MPs and political parties in the entire process of IG
- The government trying to control all the nation domains and their contents

Fundraising plan



Who are the funders?

- Internet Society ISOC
- Internet Governance Forum Support Association IGFSa
- Local telcos (Moov, Togocel, TogoTelecom)
- ISPs (Café Informatique, ART&P)
- Private institutions (Ecobank, TicTogo)
- Academia (DefiTech, Institut Africain d'Administration et d'Études Commerciales IAEC; Université de Lomé)



What are the best venues to establish connections with them?

- IGF meetings; ICANN and ISOC meetings and similar events.



What is the nature of funding?

- Cash money
- Technical assistance (Internet connectivity, sound system, digital support, panelist etc.),
- Logistics (hotel, conference room)
- Food and drinks



Will you be able to make use of skills and prior experiences?

- We have done fundraising for this year's IGF and the past IGF
- We have a financial commission for the IGF
- We need assistance to have more international partners and donors



When to start fundraising?

- _ We will apply three months before the IGF (with a monthly follow-up).



Where should the money go?

Communication strategy



Objectives

- _ Involving all the stakeholders (especially the government, but also parliamentarians and Internet service providers (ISPs)) who are not involved in the process yet either due to a conflict of interest or other reason.
- _ Having a one on one meeting with them, discuss about their engagements ahead of this year's national IGF.



Challenges

- _ Access to information and to stakeholders especially concerning the government (members of parliament, the Ministry of Digital Economy, state owned media and the Ministry of Communication).



Audience

- _ Government
- _ Members of parliament
- _ public Internet service providers (ISPs)
- _ Youth organizations



Main attributes

- _ The mentioned groups are the major stakeholders in Togo's internet Ecosystem and have influence when it comes to policy.



Content

- _ Share best practice in other countries, especially outcomes and reports from various multi-stakeholder IGFs across the continent



Media & communication channels

- _ Couriers
- _ Newspapers
- _ local TV and radio
- _ Social media platforms



Communication activities

- _ One on one meetings
- _ Producing content for TV and radio programs
- _ Producing content on our IGF website and social media platforms



Expertise of person in charge of communication activities

- _ Journalist
- _ Member of a civil society organization



Measuring progress

- _ Evaluating the outcome of the discussions
- _ Number of engagement on the platform and direct feedbacks
- _ Traffic and number of comments on the online platforms
- _ Comment from people engaged in our mailing list
- _ Feedback from government exchanges (number of couriers, mails etc.)



Roadmap

Objectives		2016						2017					
The Vision		Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June
A	Goals & Action Planing	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June
1	Main goals												
1.1	Get involved in existing national initiative as IGF academy fellows												
1.2	Participation to the organization of the next national IGF												
2	Sub goal 1												
2.1	Meeting with the existing national steering committee of IGF Togo												
2.2	Explain the IGF academy project to them all the stakeholders												
3	Sub goal 2												
3.1	Participate to the African IGF												
3.2	Participate to the African School of Internet Governance												
4	Sub goal 3												
4.1	Participate to the National IGF												
4.2	Translate the reports and communiques of the National IGF in English												
B	Communication Plan												
1	Send invitation letter; meet and engage with government and other stakeholders												
2	Send invitation letter; meet and engage with government and other stakeholders												
3	Rebranding of the IGF website, social platform and start digital communication												
C	Funding Plan												
1	Fundraising from ISOC and IGFSa												
2	Apply for additional grant from ART&P and CSOs												
3	Engage local businesses (Café Info, Ecobank, Panoramic, Zenith Com, Defitech) as sponsors and partners												



Completed



Projected



Congo Brazzaville

In Congo Brazzaville, awareness for IG-issues is low due to low access (mobile phone access is the most common way to connect to the Internet). Youth and academia were identified as the target audience and participants. Congo Brazzaville has not an IGF yet. The fellows' strategy to create awareness, interest and legitimacy for a national IGF embeds the national process regionally. One of the fellows has become part of the organizing group of the Central African IGF. The Central African IGF thus flanks the work of the fellows and provides them a platform to reach a wider audience. A pilot-IGF in Brazzaville (Congo) is planned as a pre-event to the Central African IGF, aiming to include also the neighboring region to create an initial critical mass and set a precedent.

SWOT analysis



Fundraising plan



Who are the funders?

- _ Government
- _ Private sector (Internet service providers) like Airtel, MTN and OFIS



What are the best venues to establish connections with them?

- _ We will apply for sponsorship by sending letters, attaching participants' list and budget.



What is the nature of funding?

- _ Sponsorship (lump sum and in kind such as having free rooms for meetings and forum)



Will you be able to make use of skills and prior experiences?



When to start fundraising?

- _ We will start applying after building our agenda and listing all those we want and need to invite.
- _ How long it will take to receive the funds? We can't really determine the time it takes, but it should take less than a month



Where should the money go?

(No answer)



Communication strategy



Objectives

- _ Involving people and stakeholders from the beginning of the process



Challenges

- _ Access to information
- _ Building capacity
- _ Policies and law and ICT infrastructure
- _ Cybersecurity and its balance to other rights (such as freedom of expression and gender issues)



Audience

- _ Internet users
- _ Government
- _ Civil society
- _ Technical community
- _ Business community
- _ Academia
- _ People with disabilities



Content

- _ Developing local content in the perspective of global orientation



Media & communication channels

- _ Newspapers
- _ Nation TV-Channels
- _ National radio stations
- _ Social networks



Communication activities

- _ Participating in TV shows
- _ Creating an exchange platform on social networks
- _ Open mailing list
- _ Talking face to face with people in schools and at the workplace



Expertise of person in charge of communication activities

- _ Communication skills
- _ Marketing skills



Measuring progress

- _ Number of people involved in the process
- _ Creation of a national comity for IGF: Does it succeed



Roadmap

Objectives		2016						2017					
The Vision		Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June
A	Goals & Action Planing	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June
1	Main goals												
1.1			Attend the workshop			Attend Afrisig 2016 & AfIG 2016							
1.2				Self training on IGF (issues)									
2	Sub goal 1			Meet stud include a notion of IGF and its issues during a ITC meeting									
2.1	Task 1												
2.2	Task 2												
3	Sub goal 2												
3.1	Sub Task												
3.2	Sub Task												
4	Sub goal 3												
4.1	Sub Task												
4.2	Sub Task												
B	Communication Plan												
1													
2													
3													
C	Funding Plan												
1	Fundraising												
2	Apply for additional grant(s) (A, B, C) (e.g.)												
3	Engage private sector as a partner, xyz, etc.												



Completed



Projected



Namibia

Namibia has no existing IGF structure but a good, visible network of organizations engaged in freedom of expression. The ministries responsible for ICT regulation have become more aware and open to Internet governance due to awareness for regional Internet governance processes as well as by policy recommendations, e.g. from the African Union. Our fellows are part of a visible and freedom of expression focused coalition of highly seen NGOs and media institutions. The main goal of the communication strategy is to introduce Internet governance to the network as a continuous process that makes freedom of expression sustainable. The network proactively contacts the government and parliamentarians, as well as the private sector. The organizational structures to convene an IGF are about to be created, with our fellows in key positions. The organizational process is conducted according to UN IGF criteria from the start.

SWOT analysis

- Existing collaborative network on issues of ATI & FoE/I – ACTION Coalition
- Mobilisation of capacity and resources necessary to proceed
- Credibility and high visibility and great degree of grudging respect for the work we do within the coalition(s)
- Established organisations and coalitions that advance FoE
- Financial resources and mobilisation not a problem (ACTION Coalition)
- Contemporary policy and regulatory thinking and shifts that suggest that the issue IG has been foregrounded
- Political thinking and practice moving to consideration of the online as a significant political realm



- Individual institutional sustainability and capacity (ACTION Coalition)
- Global and regional moves to increased protection of info and general trends to increase surveillance under the cloak of terrorism and cyber criminals.
- Contemporary policy and regulatory thinking and shifts that suggest that the issue IG has been foregrounded

Fundraising plan



Who are the funders?

- Organizations interested in the promotion of freedom of expression, e.g. FESmedia Africa, UNESCO & Namibia Media Trust
- We may also approach the private sector for funding



What are the best venues to establish connections with them?

- We have a rather small sector, so we are always engaging with various stakeholders from all sectors.



What is the nature of funding?

- Sponsorship, grants, donations and other
- Detail: if funding has to be transferred into a bank account, a member of the ACTION Coalition, most likely Insight Namibia or MISA Namibia will receive it and will thus be responsible for accounting for it.



Will you be able to make use of skills and prior experiences?

- _ We have done grant applications before, usually for not-for-profit programs, projects & campaigns
- _ We have a financial infrastructure at Insight & MISA



When to start fundraising?

- _ We already successfully applied to FES media Africa for the funding of an Introduction to Internet governance workshop for civil society & government, scheduled for end of November 2016.
- _ We intend to approach a diversity of funding sources as the Internet governance process progresses. Accessing funding will not be too much of a challenge as quite a lot of entities in both public, private and development sectors have vested interest in Internet governance.
- _ How long it will take to receive the funds? Different funders have different ways of working and requirements. We will adapt accordingly. We avoid capturing by maintaining our independence and a diverse support base.



Where should the money go?

- _ IGF and IG related events

Communication strategy



Objectives

- _ Raising awareness about Internet governance in general



Challenges

- _ Generally limited awareness and knowledge on IG



Audience

- _ Stakeholders (e.g. those already represented in the national IGF process)
- _ Service providers
- _ Special interest groups (civil society organizations alliances)
- _ Academia
- _ Grassroots outreach to children/youth and rural community



Main attributes

- _ Interested in universal Internet access
- _ Interested in the right to Privacy



Content

- _ Background: Universal Internet access is a topic of major concern to our stakeholders
- _ Background: The push for a Namibia IGF is done under the umbrella of the ACTION (Access to Information Namibia) Coalition in collaboration with the Ministry of Information and Communication Technology (MICT). A Namibia IGF is slated for some time in mid-2017.
- _ Celebration and promotion of diversity of thought and expression online



Media & communication channels

- _ Policy briefs
- _ Press statements and conferences aiming at catching the attention of mainstream media
- _ Social networks
- _ Open national IGF
- _ Creation of audiovisuals and website
- _ Mailing list



Communication activities

- _ Mainstream media: Press statements, press conferences and interviews.



Expertise of person in charge of communication activities

- Skills in communications/PR
- Knowledgeable on IG environment (stakeholders and contemporary issues)
- Innovative & creative teamplayer
- Flexibility



Measuring progress

- _ Monitoring visibility on TV, radio and newspaper
- _ Number of followers and level of engagement in social networks
- _ Keeping minutes of meetings
- _ Eventually hosting the 1st IGF in Namibia



South Africa

In South Africa, IG structures are available, but officially not recognized as national Internet Governance Forum. However, due to the lack of a unified vision and of government engagement, an official national IGF seemed unachievable on the short run. The IGF-Academy fellows of South Africa have strong networks. One of the fellows is the organizer of the existing IG structure called Gauteng-IGF and is well experienced with regards to Internet governance processes and the rules. The other fellow is a widely known and well respected human rights expert. Within the team she is in charge of the strategic vision and of getting in contact with the audience and stakeholders that need to be involved. One of the main important goals is to strengthen the ties to the government and achieve a recognized national IGF. Just recently, a major step was achieved: the previously informal IGF was reconfigured as the official South African IGF with proactive participation of the government. The involvement of the government additionally led to increased participation of the private sector, funding offers and bigger awareness.

SWOT analysis

- Start of a structure: Gauteng ISOC, APC, Google SA, Wits, ZA. Central Registry
- National ICT Policy Forum (monthly) (DTPSA)
- Good organisation skills
- Private sector connections and experience
- Significant civil society experience
- Strong legal and ICT policy background
- Parliamentary lobbying experience
- Marketing: social media and website expertise
- Cape Town and Johannesburg representation
- National Development Plan
- ICT Policy Review (White Paper not yet out)
- Africa IGF Meeting
- iWeek
- Changing face of ISPA
- Open Government Partnership (local and international)



- Growing distrust of civil society as an engagement partner
- Public sector demand to lead
- Inconsistent technical capacity in public sector by departments
- "Foreign funding" of civil society viewed with cynicism by government
- Cybersecurity
- FPB Regulations
- Business not invested in engaging with government
- No strong/focused outcomes from meetings so far
- No continuity between events
- Serious need to broaden awareness

Fundraising plan



Who are the funders?

- Private sector, civil society and other organizations
- Internet service providers, organizations such as ISOC and companies such as Google

Note: We have had industry professional body willing to sponsor our IGF events. Without having any understanding of Internet governance, but with the intention to engage post sponsoring. We have not received any rejections from the funders we had identified with regards to the IGF events. What we are building on is to ensure that also the government sets aside funding for

the IGF initiatives. We aim to diversify the funding for our next IGF, through engaging with institutions such as the Africa Leadership Academy, with the goal of ensuring that through their funding they also become exposed to the Internet governance space.



What are the best venues to establish connections with them?

- Venues to connect are mostly ICT related events, where many of the representatives from government, private sector and civil organizations gather.
- Regarding private sector funders, institutions such as ISOC and professional organizations offer a good venue to connect



- _ We have approached our funders by engaging with them through the framework document of the event, which outlines the key objectives of the event and explains why it is important for them to come on board as funders.



What is the nature of funding?

- _ Partnership and collaboration
- _ Grants
- _ Sponsorship

Note: In the past, funding has been provided as a form of sponsorship and grants, both in kind and in monetary terms. These options worked well for us as a small team. We are able to engage with transparency on the use of the funds. In our first unofficial IGF the funds were paid directly to the vendors and in our second, third IGFs the funds were transferred to the organization's account.



Will you be able to make use of skills and prior experiences?

- _ We have done grant applications for our individuals organizations (both fellows work for non-profit organizations) and for the unofficial IGF. Furthermore we have experience in fundraising as well as the business account for the national ISOC Chapter, which initially helped to initiate the IGF process.



When to start fundraising?

- _ Depending on the funders' cycle, it takes maximum of two weeks to receive the funds. The only condition has been brand recognition and to provide a report of the event.

Note: In previous occasions, the process turned out to be a bit more difficult than expected. With growing experience, fundraising became much easier. We have approached different funders with the goal of widening the participation of stakeholders and involving new actors who don't understand Internet governance, such as law firms and academia.



Where should the money go?

- _ To the Internet Governance Forum event and activities.

Communication strategy



Objectives

- _ Engaging stakeholders with the IGF
- _ Explaining the importance of the event for the future of the ICT ecosystem in South Africa



Challenges

- _ Lack of coordinated ICT-related forums in the country
- _ Lack of government participation (which leads to diminished credibility of the IGF)

- _ Lack of participation from the private sector
- _ Few resources available to implement communication strategy



Audience

- _ Government
- _ Private sector
- _ Telecommunication companies
- _ Small businesses
- _ Civil society organizations



Main attributes

- _ Interest in a clear policy direction to enable investment opportunities
- _ Interest in social issues such as poverty, unemployment, inequalities, broadcasting issues, Freedom expression



Content



Media & communication channels

- _ Social Media
- _ Newspapers
- _ Television
- _ Radio
- _ Newsletters
- _ Arranging pre-IGF meetings with targeted stakeholders
- _ IG awareness roadshow and workshops



Communication activities

- _ Internet governance workshops and roadshows
- _ Internet governance sessions tailored for business



Expertise of person in charge of communication activities

- _ Well understanding of the Internet governance arena, including human rights issues, national ICT policies
- _ Able to prepare communication strategies
- _ Good with social media
- _ Able to engage stakeholders



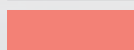
Measuring progress

- _ Did all identified stakeholders participate?
- _ Level of engagement on chosen communication platforms
- _ Media coverage, especially in ICT online media platforms
- _ Social media engagement
- _ Level of participation in quarterly workshops
- _ Participation in email lists



Roadmap

Objectives		2016						2017					
	The Vision	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June
	Achieve multistakeholder engagement on Internet Governance in South Africa												
A	Goals & Action Planing	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June
1	Main goals												
1.1	Formalise NIGF												
1.2	Build awareness on the NIGF and Internet Governance												
1.3	Coordinate Internet governance processes in RSA												
1.4	Participate and strengthen the Internet Governance Forum												
2	Formalise NIGF												
2.1	Establish civil society working group												
2.2	IGF Academy Meeting												
2.3	Share information and contacts between IGF Academy partners												
2.4	Bring on board government partners for NIGF												
2.5	Host RSA NIGF												
2.6	Begin plans and strategies for NIGF 2017												
3	Build awareness on the NIGF and Internet Governance												
3.1	See activitises 2,3; 2,4 and 2,5												
3.2	Draft Communications Strategy												
3.3	Implement Communications Strategy												
4	Coordinate Internet Governance processes in RSA												
4.1	See activitises 2,3; 2,4 and 2,5												
4.2	Identify other opportunities for Internet Governance coordination												
5	Participate in and strengthen the Internet Governance Forum												
5.1	Identify government advocacy agenda for IGF												
5.2	Participate in AFRISIG												
5.3	Action outcomes from AFRISIG												
5.4	Participate in IGF Mexico												
5.5	Implement action plans and networks from IGF												



Completed



Projected



Sri Lanka

Sri Lanka has an incipient IGF structure: the national IGF happened 2016 for the first time. The involvement of the government in the process was rather shy. The IGF-Academy teamed up the IGF main organizer with one of the best known journalists in the country, expert on freedom of expression and information matters. The main plan in terms of communication aims to get the government involved into the UN IGF, to make the national IGF more relevant by consolidating its position within a international network and getting the relevant actors first engaged at an international UN level. One predominant issue regarding the contents of the endeavor is to create a substantial linkage between freedom of expression and Internet governance.

SWOT analysis

- ISOC LK has multistakeholder membership & wide network
- Experience of having organised 1st IGF (March 2016)
- Existing relations with mainstream media + social media presence & branding for ISOC LK/IGF LK
- Some members trained in IGF processes by ISOC Global
- Left over balance from last IGF (USD 3,500)
- International recognition from IGF Sect.
- Documentation from 1st IGF made public (<http://www.igf.lk>)

- Economic reforms recognise & incorporate digital infrastructure
- ICT user experience rising around mobile devices
- Proliferation of smartphones and growth of apps
- Greater links made with political leaders relevant to IGF issues
- Rising in civil society projects responding to digital security, privacy & ICT/cyber literacy issues
- Rise in mass media coverage of social media use & abuse
- Single-issue activity groups (e.g. Child protection activists) advocating strict govt regulation of Internet



- Dependence on volunteers for all work (no paid staff)
- Only a few active individuals in organising event
- No physical assets (office or equipment)
- Funds limited and fully dependent on sponsors
- Political awareness low on multi-stakeholder approach's value
- Public and policy awareness low on IG rela

- IGF planned and conducted mostly by ISOC LK: inadequate participation by other stakeholders (in organising)
- Difficulty of securing sponsorships due to economy uncertainty
- Uncertainty of continued funding support from IGF Sect.
- National Unity govt in Sri Lanka having policy inconsistencies

Fundraising plan



Who are the funders?

- Government institutions (Ministry of Telecommunication and Digital Infrastructure; Information and Communication Technology Agency)
- Internet service providers and public switched telephone networks (Telecom, Dialog, Learn)
- Civil society organizations and NGOs (LirnAsia, Beyond the Reach and others)
- Tech- and trade associations (Chamber of ICT; Computer Society)
- Universities (University of Moratuwa; University of Peradeniya; University of Wollongong) and other academic institutions (e.g. Asia Pacific School on Internet Governance)

- UN IGFS
- Asia Pacific Regional IGF



What are the best venues to establish connections with them?

- Direct access



What is the nature of funding?

- Donations
- Connectivity
- Sponsorship
- Exhibition stands
- In kind donations



Will you be able to make use of skills and prior experiences?

- _ We have been submitting funding applications successfully, but still need professional support



When to start fundraising?

- _ We will start by December 2016 – January 2017
- _ It will take three to six months to receive funds



Where should the money go?

Communication strategy



Objectives

- _ Clarify and streamline internal communications among the organizing team
- _ Help with key stakeholder engagement to boost the national IGF process
- _ Identify public communications, needs and strategies
- _ Document the process and outcomes for wider sharing/ dissemination



Challenges

Internally:

- _ Organizers are volunteering their time and expertise while engaged in full-time jobs
- _ Need to take Internet governance dialogues beyond IT/ICT communities

Externally:

- _ Key stakeholders have uneven levels of familiarity and understanding of IG issues
- _ Absence of a clear & coherent state policy on Internet governance related issues



Audience

Primary audience:

- _ IT/ICT/telecom related policy makers
- _ IT/ICT/telecom driven industry managers
- _ Tech and ICT research communities (incl. all members of ISOC-Sri Lanka chapter)

Secondary audience:

- _ Civil society groups active on human rights, ICT4D
- _ Journalists covering IT/ICT/telecom issues



Main attributes

- _ IT literate
- _ At least secondary education

- _ Active in government, business, academic or non-profit sectors (including opinion leaders)

- _ Active on either the supply side of ICTs or demand side of ICTs

- _ With ability to spread information & raise awareness and interest

- _ Interested in authentic information on Internet governance issues

- _ Interested in balanced interpretation & customization of Internet governance issues (linking the global level to the local)

- _ Interested in opportunities to discuss and debate

- _ Interested in explaining policy and regulation on contentious topics like hate speech, cyber bullying and web censorship



Content

- _ Polls (Survey Monkey)
- _ Questionnaires
- _ Surveys
- _ Document folders (Google Docs)
- _ Newsletter distributed by email



Media & communication channels

Web-based restricted communications:

- _ Email
- _ Email groups/Google groups
- _ Google docs as a collaborative platform

Web-based communications open to the public:

- _ IGF Sri Lanka website <http://igf.lk/>
- _ Social media platforms (Facebook, Twitter, YouTube)



Communication activities

- _ Oct/Nov 2016: Announce Sri Lanka's 2nd National IGF dates (most likely March 2017)
- _ Nov/Dec 2016 onward: Bimonthly ICT column in a leading newspaper
- _ Dec 2016: Activate mailing list of 1st IGF participants with updates/additions
- _ Jan 2017: Engagement event with key bloggers & IT writers



Expertise of person in charge of communication activities



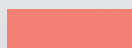
Measuring progress

- _ Track changes and comments in Google Docs of all collaborative output
- _ Google groups forum system
- _ Number of active collaborations
- _ Number of active users and quality of responses

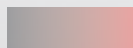


Roadmap

Objectives		2016						2017					
The Vision		Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June
A	Goals & Action Planing	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June
1	Main goals												
1.1	Broadbasing IGF organising group to include more stakeholders												
1.2	Strategic promotion of IG issues with key stakeholders												
2	Sub goal 1: Raising public awareness on IG issues												
2.1	Task 1: Bimonthly ICT column in a leading newspaper												
2.2	Task 2: Engagement event with key bloggers & IT writers												
2.3	Task 3: Activate mailing list of 1st IGF participants with updates												
2.4	Task 4: Promote IG in RTI training workshops												
3	Sub goal 2: Complete documentation of 1st IGF held in March												
3.1	Sub Task: Revise and finalise detailed report												
3.2	Sub Task: Release detailed report with media event												
4	Sub goal 3: Reconstitute org comm for next IGF (2017)												
4.1	Sub Task: Identifying and approaching potential members												
4.2	Sub Task: Hold 1st meeting of org comm												
B	Communication Plan												
1	Expand mailing list to be more inclusive												
2	Newsletter aimed at public officials												
3	Dedicated phone line for ISOC & IGF												
4	Updating FB page on a regular basis												
5	Expand to include other thought leaders												
C	Funding Plan												
1	Fundraising												
2	Apply for additional grant(s) (A, B, C) (e.g.)												
3	Engage private sector as a partner, xyz, etc.												



Completed



Projected



Bhutan

So far, Bhutan has neither an existing IG structure, nor knowledge about the IGF process or Internet governance in general. The IGF Academy teamed up an academic working on open data and the digitization of the countries' culture in the own language with a member of the government. This combination is the key to start the organization of the IGF in a constructive way and pave the road to a sustainable process focused on capacity building and the creation of constructive networks among all stakeholders, especially with communities that have not been involved yet.

SWOT analysis

- _ Good mix of stakeholders
- _ Good institutional and private sector link-ages (including industry associations)
- _ Event management capabilities
- _ Access to speakers
- _ Access to government resources and capabilities
- _ Good working culture and environment
- _ Stable political will and support
- _ Government budget allocation for ICT community
- _ Existence of IT Tech Park
- _ Government priority to-wards ICT development
- _ BICMA, RTI and Broad-casting regulations still in drafting stage
- _ Increase in internet/ICT penetration
- _ Existing discussions and debates on ICT policies and laws



- _ Inadequate knowledge on local/national IGF process/initiative
- _ Lack of fund raising ideas
- _ Non existence of seed fund
- _ Lack of administrative office set-up and human resources
- _ Extensive economic dependence on India
- _ Lack of fund raising opportunities
- _ Lack of awareness on the IGF process by stakeholders

Fundraising plan



Who are the funders?

- _ Bhutan ICT and Training Association (BICTTA)
- _ Telecom companies
- _ Department of IT and Telecom (DITT) and Ministry of Information and Communications (MoIC)



What are the best venues to establish connections with them?

- _ The best approach would be to seek one-on-one appointments with potential funders
- _ BICTTA can help us access funds from IT and ITES companies



What is the nature of funding?

- _ Sponsorship
- _ Donations
- _ In kind contributions
- _ Grants (bound by contract)



Will you be able to make use of skills and prior experiences?

- _ We have done grant applications before
- _ We have done fundraising before (for voluntary activities such as organizing a cleaning campaign etc.)
- _ We do not have an infrastructure to deal with finances
- _ We may need professional support to apply for funds for IGF related initiatives



When to start fundraising?

- _ We will start applying for funds after we finalize the establishment of the national IGF core team in Bhutan.
- _ How long it takes to receive the funds will depend on the funding proposal and contract agreement that need to be signed with the funder as well as on the nature of the organization and the availability of funds.



Where should the money go?

- _ Organizing the IGF: logistics, advertisement, invitations to international speakers. Without proper advertisement and proper logistics it will be difficult to get national participants. And we need international speakers because we are very new to IGF process.

Communication strategy



Objectives

- _ Seek funds for the IGF initiative
- _ Reach a relevant number of participants for the IGF initiative
- _ Increase awareness about the IGF initiative



Challenges

- _ Finding sponsors to fund the IGF initiative
- _ Potential participants not being aware of the IGF and its process



Audience

- _ Government
- _ Private business and larger companies
- _ Private sector
- _ Private individuals
- _ Media, including freelance journalists
- _ Internet service providers
- _ NGOs



Main attributes

- _ Interested in IGF process and issues
- _ Interested in understanding global and national Internet governance issues



Content

- _ Addressing issues and challenges as well as best practices of Internet governance
- _ Reports on the IGF initiative and meetings
- _ Documents of previous IGF events



Media & communication channels

- _ Face to face meetings
- _ Written proposals
- _ Print media
- _ Social networks



Communication activities

- _ Letters requesting for a meeting
- _ Submitting written proposals and reports
- _ Press releases for print media
- _ Advertisement in social networks



Expertise of person in charge of communication activities

- _ Communication and leadership skills



Measuring progress

- _ Number of meetings held
- _ Proposals submitted
- _ Number of confirmed sponsors
- _ Amount of sponsorship funds collected
- _ Number of registered participants
- _ Number of emails or letters sent
- _ Number of media representatives getting interested in Internet governance processes



Roadmap

Objectives		2016						2017					
	The Vision	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June
	Conducive National Internet Policy and Standards												
A	Goals & Action Planing	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June
1	Conducive National Internet Policy and Standards												
2	Sub Goal 1: Foster Commitment/Volunteerism and Conducive Working Culture												
2.1	Identify and involve stakeholders/audience interested												
2.2	Create awareness and information sharing												
2.3	Formation of working groups and committees												
2.4	Allocations/divisions of job responsibilities												
3	Sub Goal 2: Advocate the importance and awareness of IG issues												
3.1	Involve and build media partners												
3.2	Use of social media for advocacy												
3.3	Seed out notifications for the IG awareness workshop												
3.4	Organise IG awareness workshop/talk (Pre- NIGF)												
4	Sub Goal 3: Building National Consensus on National IG Issues												
4.1	Work on the agendas and concept note												
4.2	Identify the speakers and panel member												
4.3	Send out invitations and time block												
4.4	Fund rising drive												
4.5	Send out public notifications												
4.6	Arrange for logistics (sound, hall, catering, transports)												
4.7	Organise NIGF												
4.8	Compile outcomes/reports												
4.9	Review and refine reports												
5	Submit report/policy recommendations to the revelant stakeholders												
5.1	Ongoing follow-up/status update on the report												

Completed

Projected



Bangladesh

Generally speaking, there seems to be a lack of awareness concerning Internet governance issues within many communities and stakeholder groups in Bangladesh. Internet governance structures do exist, but events are organized on an irregular basis. Often, instead of an IGF, mere consultations are held. The team brings an ideal combination to the table: One of the fellows being strongly involved in the Bangladesh Dhaka chapter of ISOCs and well acquainted with Internet governance processes and structures; the other fellow being the chief editor of a platform for citizen journalism, well acquainted with human rights issues.

SWOT analysis



Fundraising plan



Who are the funders?

- Corporate (our recent IGF dialogue is sponsored by Amber IT. They provide venue, food and other logistics)
- NGOs
- Government: ICT Division, Bangladesh Computer Council and others
- IGF Supporting Association (IGFSA)
- Regional and international organizations: Asia-Pacific Network Information Centre APNIC, Association for Progressive Communication



What are the best venues to establish connections with them?

- Arranging fundraising events jointly with government (ICT Division, Telecom Division) and with potential funders

- We are going to establish the IGF initiative within the country as a legal entity to make fundraising easier. With this, it will be easier to get support from the organizations or persons who are already aware of our initiative.



What is the nature of funding?

- Sponsorship
- Venue
- Food
- Internet Connectivity



Will you be able to make use of skills and prior experiences?

- We did not do any formal application before
- No fundraising experience
- No financial Infrastructure
- Professional support for fundraising would be helpful



When to start fundraising?

- _ We submitted an informal application for funds for next year this autumn
- _ How long it takes to receive funds depends on the nature of the organization and the availability of funds. In some cases, it depends on the funding proposal and the contract agreements that need to be signed with the funder



Where should the money go?

- _ Arranging seminars regarding current Internet governance issues (like cybersecurity, challenges in e-commerce and others)

Communication strategy



Objectives

- _ Make our IGF initiative better visible to the different stakeholders within the country



Challenges

- _ Communicate with policy makers
- _ Getting more engagement with the media about IGF issues
- _ Getting people who are originally not passionate about IT/ Internet governance issues into the boat



Audience

- _ Policy makers
- _ Corporate and multinationals
- _ Academia
- _ Students
- _ Civil society



Main attributes

- _ Most of the time the audience is not passionate about IT/ Internet related issues



Content

- _ Policy brief about the IGF for policy makers
- _ Dialogue on Internet Governance



Media & communication channels

- _ Direct communication with policy makers
- _ News media
- _ Social networks



Communication activities

- _ Appointments with policy makers
- _ Inviting journalists to events
- _ Sending out press releases
- _ Sharing content in social networks



Expertise of person in charge of communication activities

- _ (none)



Measuring progress

- _ Compare visibility before and after communication activities by evaluating responses from different stakeholders



Roadmap

Objectives		2016						2017					
The Vision		Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June
A	Goals & Action Planing	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June
1	Main goals												
1.1	Building understanding of Policy Makers on IG												
1.2													
2	Sub goal 1												
2.1	Develop a policy brief												
2.2	Develop a country specific status paper & Roadmap												
3	Sub goal 2												
3.1	Organize half day orientation												
3.2	Organize National Consultation & Campaign on Internet rights (IT)												
4	Sub goal 3												
4.1	Prepare Handbook on IG in Bangla language & Orientation for University Students in co-operation with IEEE, Computer Science & IIT department												
4.2	Create Parliamentarian Cacus on IG												
B	Communication Plan												
1	Utilizing selected Minister and MP's												
2	Utilizing Media through publishing the News												
3													
C	Funding Plan												
1	Fundraising												
2	Apply for additional grant(s) (A, B, C) (e.g.)												
3	Engage private sector as a partner, xyz, etc.												



Completed



Projected



Myanmar

Myanmar has neither an existing Internet governance structure, nor awareness with regards to Internet G issues. On the other hand, Myanmar is a technology friendly country with a growing private sector in the field of ICT. Regarding human rights, the country is being main focus of attention of many international non-profit organizations ready to donate funds for sustainable projects on the advancement of fundamental rights and capacity building. Their main strategic goal is to use ICT fora and human rights fora to bring forward Internet governance processes as a sustainable mechanism for open and inclusive dialogues on these matters. The Myanmar team is composed by the CEO of a visible NGO engaged in advancing human rights through digitization and a young entrepreneur. A first pilot IGF has been scheduled for the end of 2016.

SWOT analysis

- Both of the national Champions represent Organisation that are already active in Myanmar with connections to (Private, Government, Academia, Tech Community, CSOs and Media nationally and internationally) with proven track record
- Both have office space and equipments that could be used as in kind contribution for organizational purposes
- Had experiences in organizing Barcamps, Techcamps and Myanmar Internet Freedom previously
- Previously Have a team of around 10 people that could commit to the organizing of the event
- Possible support from IGF Academy Network



- Myanmar would be an interesting country for funding organization to provide funding
- Can invite Gov, Academia and tech community to participate IGF. Required invitation, partial supports & full support
- There might be international resources persons willing to come with their own expense for NIGF
- Myanmar is one of the most interesting Telecom market
- The new government could be approachable and open to the multi stakeholder concept
- With the rising usage of Internet and facebook, the public became more aware of the issues that rose due to it and would be interested in participating in IG related events.
- Culture

- Lack of participation from Government Institutions and key stakeholders (or lack of contribution)
- Lack of funding
- Lack of awareness on IG of local stakeholders
- Political Priority Shift from Government
- Local IT industry is still an infant
- Culture
- Teamwork and finding time for preparations
- Needed a well documented toolkit for organizing Nation IGF
- Required in-kind contributions to manage international in-kind contributions and collaborations
- Internet Speed could be a challenge for remote participation

Fundraising plan



Who are the funders?

- Ministry of Transport; Ministry of Telecommunications
- Private sector (including Telcos and Internet service providers)
- Local NGOs
- Academic sector
- International organizations



What are the best venues to establish connections with them?

- Start with getting funding from international donors (including regional institutions). If international funders are already on board, it will be easier to convince local funders



What is the nature of funding?

- _ Sponsorship
- _ Donations
- _ In kind contributions
- _ Volunteers



Will you be able to make use of skills and prior experiences?

- _ We will have an assistant of a local NGO to manage our finances
- _ We will seek for professional support to get funding from international organizations



When to start fundraising?

- _ We will start after the IGF in Mexico and after an initial discussion with the Ministries of Transport and Telecommunications



Where should the money go?

- _ The majority of resources will be spend on advertisement and expenses for international experts

Communication strategy



Objectives

- _ Increasing awareness of Internet governance processes



Challenges

- _ Too little knowledge about Internet governance particularly in the relevant governmental and civil society organizations
- _ Regulatory issues with freedom of expression and poor Internet infrastructures could make communication difficult



Audience

- _ Policy makers
- _ Corporate and multinationals
- _ Academia
- _ Students
- _ Civil society



Main attributes

- _ Interested in challenges in the countries regarding freedom of expression and Internet



Content

- _ Reports on international best practices



Media & communication channels

- _ Press releases



Communication activities

- _ Writing press releases and articles
- _ Organizing roundtable discussions



Expertise of person in charge of communication activities

- _ Well networked
- _ Attentive
- _ Well connected
- _ Media experience



Measuring progress

- _ Media coverage (number of publications)
- _ Incoming requests from other organizations
- _ Number of Facebook posts
- _ Number of roundtable discussions



Roadmap

Objectives		2016						2017					
The Vision		Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June
A	Goals & Action Planing	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June
	Main goals												
1	(High Influential Mid/Low Interest stakeholder) become high interest and contribute to the IG process												
2	(High/low Interest Low/mid Influential stakeholder) have access of equal participation in the National IG process												
3	Hold National IGF												
4	Sustain the IG process												
	Sub goal 1												
1.1	(High Influential Mid Interest stakeholder) attending the IGF												
1.2	Provide or Publish Information through Social Media/Mainstream Media and Knowledge Sharing at least once a month												
1.3	Organize informal or formal meetings with the High influential/low interest stakeholders												
	Sub goal 2												
2.1	Through ISOC Myanmar Chapter or existing internet related activities												
2.2	Awareness campaigns through Social media and universities												
2.3	Provide on-going information of the IG related news at least once a month												
	Sub goal 3												
3.1	Form Steering Committee with different stakeholders												
3.2	Sought potential speakers for the NIGF												
3.3	Fundraising												
3.4	Maintain an accountable and transperent process in organizing												
3.5	Outreach and advertising of the IGF												
3.6	Plan & Evluate the impact of the NIGF												
	Sub goal 4												
4.1	Periodical organizing of IG related activities												
4.2	Provide and publish Information through social media/Main stream media at least once a month												
4.3	Mailing list or Facebook group of participants												
B	Communication Plan												
1	Set Up a Website/Facebook Page												
2	IG working group?												
3	Press Release												
4													
5	Invitation for Speakers												
6	Invitation for Participants												
C	Funding Plan												
1	Fundraising												
2	Apply for additional grant(s) (A, B, C) (e.g.)												
3	Engage private sector as a partner, xyz, etc.												

Completed

Projected



The IGF Academy

The global dialogue on Internet governance and policy issues needs informed global voices and the support of leading experts. The IGF Academy elects Fellows and works with them to create or enhance national Internet governance forums. Renowned Internet governance experts mentor IGF Academy Fellows and the activities of the Academy provide a platform for peer-learning and networking among experts locally, regionally and globally. IGF Academy Fellows take part in regional workshops with peers from other countries and are supported to participate in the United Nations Internet Governance Forum (IGF). The approach of the IGF Academy is to support local Internet governance structures and to actively contribute to (cross) regional and global dialogue on critical Internet policy issues.

Contact details:

IGF Academy / iRights
Almstadtstr. 9/11
10119 Berlin, Germany
email: office@igf.academy

