

DRAFT North America Engagement Plan

Fiscal Years 2026—2030

North America Stakeholder Engagement Team, ICANN

10 July 2025

*Revised: 6 June 2025

*Original Draft: 17 April 2025



TABLE OF CONTENTS

INTRODUCTION	3
AREAS OF FOCUS	3
Strategic Objective 1:	4
Evolve and promote ICANN's multistakeholder model to sustain its inclusive approach to Internet governance	4
Strategic Goal 1.1:	4
Ensure inclusive stakeholder representation and enhance collaboration	4
Strategic Goal 1.2:	5
Enhance the agility and effectiveness of policy and advice development	5
Strategic Goal 1.3:	5
Expand strategic alliances to support the multistakeholder model of Internet governance	5
Strategic Objective 2:	5
Collaborate with regional stakeholders to evolve the Internet's unique identifier systems	5
Strategic Goal 2.1:	5
Raise awareness of the New gTLD Program:Next Round and Applicant Support Program	5
Strategic Goal 2.2	6
Facilitate Universal Acceptance	6
Strategic Objective 3:	6
Strengthen the stability and security of the Internet's unique identifier systems	6
Strategic Goal 3.1 Strengthen partnerships with relevant stakeholders to reinforce the shared responsibility of ensuring secure and stable Internet unique identifier systems	6
Strategic Goal 3.2 Strengthen the DNS Root Server Systems	7

Introduction

The North America Engagement Plan focuses on regional efforts to strengthen engagement and participation in ICANN. The engagement goals are aligned with the objectives defined in the [ICANN FY26-FY30 Strategic Plan](#). The plan will be revisited each year to ensure it continues to be aligned with ICANN's strategic plan and objectives.

In collaboration with the community, the North America Global Stakeholder Engagement (GSE) team will strive to achieve the objectives defined below.

To develop this plan, the North America GSE team asked for volunteers from the community for input and to provide advice on priorities. The team of volunteers, called the "Advisory Team," worked asynchronously to provide feedback on an initial "Working Draft" and met remotely on 23 May 2025 to discuss comments and edits to the Working Draft. Upon completion of the meeting, GSE North America revised the Working Draft and solicited feedback again from the Advisory Team. The Draft North America Regional Engagement Plan was posted for Public Comment on 10 July 2025.

Areas of focus

The North America Engagement Plan focuses on the following three strategic objectives:

- Evolve and promote ICANN's multistakeholder model to sustain its inclusive approach to Internet governance.
- Collaborate with regional stakeholders to evolve the Internet's unique identifier systems.
- Strengthen the stability and security of the Internet's unique identifier systems.

The table below lists each objective and defines the proposed strategic goals, engagement areas, and target outcomes. These objectives are linked to the objectives in ICANN's FY26-30 Strategic Plan, which was adopted at ICANN82; however, as this plan is specific to the North America region, the titles of the objectives may be worded differently than in the overall ICANN Strategic Plan.

Regional Engagement Plan Objective	Proposed Engagement Area
Strategic Objective 1: Evolve and promote ICANN’s multistakeholder model to sustain its inclusive approach to Internet governance	
Strategic Goal 1.1: Ensure inclusive stakeholder representation and enhance collaboration	Balanced geographic engagement in-region, focusing on target markets with a high concentration of tech or tech policy workers/stakeholders; engage all stakeholder groups (e.g. business, government, civil society, academia, technical, end-user) to the extent feasible.
	Work with the Global Communications function to craft a narrative that tells the story of the impact stakeholders’ participation has in ICANN and the personal and professional benefits of participating in ICANN.
	Where possible and appropriate, work with current community members to bolster the effectiveness of presentations at events (e.g., through co-presenting). Work with Global Communications to supply current community members with tools to supplement the engagement done by GSE (i.e., potentially use the Next Round Applicant Support Program “Champions Toolkit” model for other Internet governance topics).
	Maintain balanced engagement across all stakeholder groups. Increase focus on the academic sector to recruit and/or retain potential stakeholders/newcomers.

Strategic Goal 1.2: Enhance the agility and effectiveness of policy and advice development	Raise awareness of policy and advice development in the region through robust communications within and outside the current ICANN community.
	Work cross-functionally within ICANN org to evaluate current methods of participation in ICANN policy development, determine where there may be areas for improvement, and collaborate on executing solutions where appropriate.
Strategic Goal 1.3: Expand strategic alliances to support the multistakeholder model of Internet governance	Facilitate knowledge-sharing and identify actionable items that ICANN org can work on collaboratively with like-minded organizations to promote the multistakeholder model of Internet governance.
	Identify and engage new collaborative relationships.
Strategic Objective 2: Collaborate with regional stakeholders to evolve the Internet’s unique identifier systems	
Strategic Goal 2.1: Raise awareness of the New gTLD Program:Next Round and Applicant Support Program	Hold events in select targeted markets to raise awareness about new gTLDs and the availability of assistance through the ASP. Work with ICANN org’s Global Communications function to promote these events through promotion, media and press coverage, as appropriate.

	Leverage virtual event opportunities to promote the programs. Virtual events may be driven by ICANN org or in partnership with other organizations in support of ICANN's mission and regional engagement goals.
	Explore communications partnerships with like-minded organizations to amplify key messages.
	Work with regional stakeholders to ensure they have the most up-to-date materials to promote the programs independently.
Strategic Goal 2.2 Facilitate Universal Acceptance	Work with ICANN org and community to promote UA in the region, specifically through work with tech organizations, and targeted events and communications. Raise awareness of opportunities for participation in and contributions to the ICANN UA Expert Working Group. Work with Global Communications to ensure appropriate translation of materials for use in-region.
Strategic Objective 3: Strengthen the stability and security of the Internet's unique identifier systems	
Strategic Goal 3.1 Strengthen partnerships with relevant stakeholders to reinforce the shared responsibility of ensuring secure and stable Internet unique identifier systems	Partner with ICANN org's OCTO team and other organizations in the region to continue to build awareness of new technologies and their potential impact on Internet operations. Leverage virtual and hybrid engagement methods to communicate ICANN's Technical Engagement work to the broader North American community.

Strategic Goal 3.2 Strengthen the DNS Root Server Systems	Engage the broader community on topics regarding the evolution of the Root Server System (RSS) at both the technical and governance levels.
--	---

The North America GSE team will update the community at a regular cadence throughout FY26-30 on progress made against the objectives and goals above. Updates may take the form of digital communications, virtual meetings, or hybrid gatherings.