

Building Sustained Business Constituency Participation in Latin America

Environment, Challenges and Opportunities

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*Andrew Mack
Mark W. Datysgeld
Gabriela Szlak*

About the Study

- The Study Team
- Why the Study?
- Understanding the Challenges → Recommendations
- Why the BC should care?
 - To truly represent international business
 - To protect our members and agenda

1. Outreach is hard for the BC to do alone
2. Our existing model of participation is demanding and even more demanding for most Latin American businesses
3. We need to be creative to reach Latin American business more on their own term

Challenges to Membership *and Participation*

- Logistics: Time, money and language
- Agenda: we just don't talk about Latin America
- Business culture: most firms aren't directly involved in policymaking outside of ad hoc engagement
- Participation is hard: many issues, dense nomenclature, hard to show results/translate value to management

New Participation Models

- The Teamed Membership Model
- The Association Model
- Bundled Sectoral representation
- Local Ambassadors

Actions we can take NOW

- Make more of our relationship with ICANN
 1. Data + Fellowship/other programs
 2. BC inputs on regional ICANN strategy
 3. Coordinated BC/ICANN outreach

- Make the BC more LA (and non-OECD) friendly
 1. Address language constraints directly
 2. Build opportunities for LA members – Hear the BC

New models, new participants – true
integration of new markets into the BC

Smarter internally and stronger externally
as the voice for global business