

2018 IGF

Status report on Outreach and Engagement Working Group (WGOE)

Background

Several efforts on communications have been done by the IGF community and the MAG itself, including the creation of a dedicated MAG Working Group Outreach and Engagement (WG-OE). The MAG activities and decisions are clear and transparent to the community, and publicly available. The same happens with major intersessional activities as BPFs, DCs, NRIs and CENB, whose facilitators works closely with the IGF Secretariat in order to disseminate projects and milestones.

Purpose

The plural and diverse nature of the IGF, as well as its multistakeholder community, could benefit of a single and continuous effort on outreach, which concentrates all the activities included in the preparatory process of the IGF meeting in a simple and clear way.

Objectives / Goals

- Increase the coordination among IGF activities through the creation and maintenance of a communication channel among facilitators of major intersessional activities and WGOE.
- Produce periodic reports to the community on advances of the IGF preparatory process, including major intersessional and MAG activities.
- Increase the engagement on IGF activities through the emphasis on opportunities of participation for the at-large community.
- Help the IGF Secretariat to publish IGF related information.
- To distribute information so as to help MAG members be aware of major issues related to Internet Governance.

Overall activities 2018

Following Israel ROSAS resignation from the MAG, We took over the working Group helped by some external members making great works on spreading news and translation. Following WG outreach Com 2017 recommendations, we go straight to activities aiming to get more engagement from the community.

So, we acted assisting the IGF Secretariat on communication among to the IGF community and the at-large community which could have an interest in the IGF activities, in order to increase the engagement in the IGF preparatory process and, in consequence, in the IGF meeting activities.

So, we started spreading through several mailing lists and social medias the call for issues and call for workshop proposals. Also, we contributed by translations into French and Spanish calls for issues and workshop proposals to get more communities engaged. We think there is no doubt these has contributed a lot in reaching high number of workshops proposals in 2018. We have also our weekly Internet Governance review to help people be aware of what is going in Internet Governance landscape. We insisted on spreading and translating IGF document into French once we knew IGF 2018 will be hosted by France. It was a lot appreciated by the francophone community worldwide and we still think we had a good attendance from this community in IGF 2018. The same example should be experienced in IGF 2019 with news and documents translated and spread in German.

Also, we help to spread out intersessional activities documents: DCs, BPFs CENB III in various United Nations languages. There, we notice some feedbacks very instructive and interesting once we share the wrap up document relating to IGF 2018 preparation. That was very instructive and very helpful for the audience.

Next steps

On next step, we would like to advice to continue the sharing information on different platforms but also create communication platform like booths during Internet Governance events, media coverage on pre-activities, activities on site and post activities. Also, we recommend communication tools like leaflets designed in IGF brand and distributed during Internet Governance activities. Also, we are grateful of the job done by IGF secretariat on the website translation. We recommend WG-OE stand as main partner to achieve this work in order to reach out the whole community. We also recommend more collaboration between IGF Secretariat and WG-OE as the WG has already shown its capacity to widen IGF messages and activities to bring more people in the process.